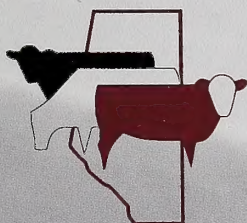




Alberta Cattle Commission Report 1999

AL1.1568c2



**Alberta
Cattle
Commission**



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Industry News

Check-off Defends Canadian Producers

The Canadian Cattlemen's Association (CCA) estimates it will spend over \$4 million defending the Canadian cattle industry against the U.S. anti-dumping and countervailing duty cases. The majority of this funding will come from provincial check-off dollars (Alberta's share is 54 per cent). Producers may well be wondering what they are getting for their money.

Since the U.S. producer group Ranchers-Cattlemen Action Legal Fund (RCALF) filed its petitions against the

Canadian cattle industry with the U.S. Department of Commerce (DOC) in October, 1998, a great deal of action has taken place both in the public and behind the scenes.

Legal counsel experienced in handling international trade cases was hired and has been working on behalf of Canadian cattle producers for close to a year. The petitioners in the case (RCALF) have made between 20 and 30 filings on methodology to be used in the cases and the CCA and its legal counsel have responded to each filing.

In addition, industry association staff have spent a great deal of time assembling information to be used in the Canadian defence. Over 60 filings were made on behalf of 15 Canadian companies (affiliates, suppliers and six producer respondents) investigated by the DOC.

Directors and staff have travelled to the U.S. to appear before the International Trade Commission in Washington, D.C. and to present our case to U.S. industry counterparts. Communications with U.S. industry officials, cattle producers and the media, both Canadian and U.S., have been numerous and ongoing.

The CCA is working with the

federal government on a North American Free Trade Agreement or World Trade Organization challenge if necessary.

The CCA and the Alberta Cattle Commission, along with our government representatives, will continue to work hard to provide a solid defence for the Canadian cattle industry against these unfortunate and costly trade actions.

Beef Sales and Demand Are Up

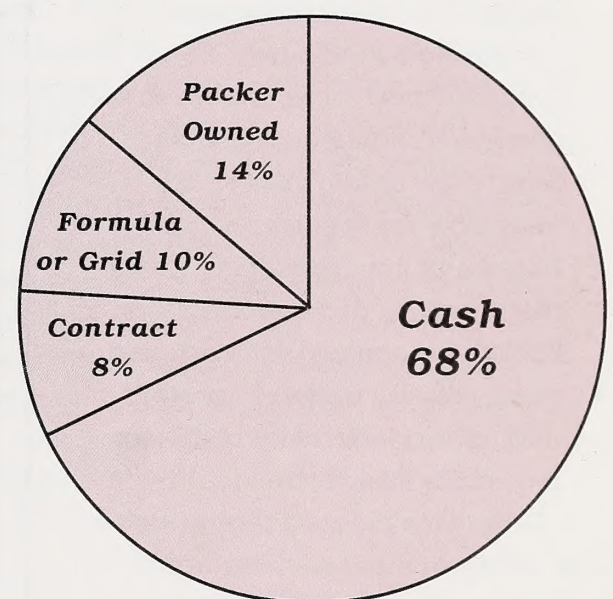
Retail beef sales in recent months are up almost eight per cent compared to the same period in 1998. The restaurant trade also reports an increase in the number of people eating out. Beef's market share at foodservice increased three per cent so far this year, compared to 1998. Burger sales continue to grow since 1995 when data was first collected. The year ending in May shows burger sales up five per cent.

When both dollar and kilogram volumes are up, this is a good indication of positive consumer demand for beef, says Michael Bird, Beef Information Centre Committee (B.I.C.) representative from Alberta.

"We attribute much of the increase in Canadian consumption of beef to the new naming system implemented by retailers. Cooking instructions are also included on the individual meat packages."

Bird concludes, "Enhancing beef demand is the largest single expense for producers. The results we're seeing are good news for the industry."

Alberta Packing Plant Procurement Summary



1998 data from the three largest plants in Alberta

U.S. States Join Import Program

North Dakota and Idaho have been approved under the Canadian Restricted Feeder Cattle Import Program (formerly the Northwest Project) that permits U.S. cattle to be imported into Canada.

Alberta feedlots participating in the program have accounted for nearly 90 per cent of the U.S. feeders. The third year of the program will operate from October 1 to March 31,

2000. Canada imported 51,000 feeders this past year.

North Dakota and Idaho join Montana, Washington and Hawaii as the U.S. states now eligible.

In the period of October 1, 1998 to March 31, 1999, 86 Alberta feedlots participated in the program. There were six approved feedlots in British Columbia and another eight in Saskatchewan.

Endangered Species Protection

Representatives from the Alberta Cattle Commission (ACC) and the Canadian Cattlemen's Association, including ACC Chairman Jim Turner, recently met with federal Environment Minister David Anderson to discuss endangered species protection.

The cattle industry made the following recommendations during the meeting with Anderson:

- The only way to effectively protect species is a cooperative approach between all levels of government and landowners and land managers,
- Costs of protecting species should be equitably shared among all Canadians. The costs should not be borne solely by landowners,
- Landowners should be compensated for economic loss if a change to normal agriculture practice is determined to be necessary for species survival,
- Federal actions should not make the presence of a species at risk a liability on agricultural land, and
- Using criminal action to protect habitat is a federal intrusion into provincial jurisdiction.

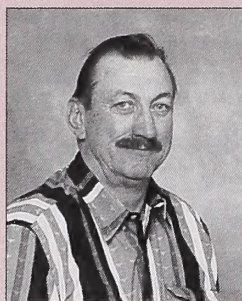
Turner was pleased that Anderson was willing to meet with the cattle industry to discuss solutions that make the most sense. Agricultural producers must be consulted and included in any process to protect endangered species due to the large land base managed by ranchers and farmers.

"We felt it was a positive meeting," says Turner. "We agreed we want to avoid the problems of a U.S.-style endangered species act. We're concerned Mr. Anderson still wants to use some form of criminal action for protecting species. We told him any potential of criminal charges would cause concern for the industry. He told us he would perhaps look at other ways to address this concern."

ELECTION BACKGROUNDER

PRODUCER ASSOCIATION DELEGATES

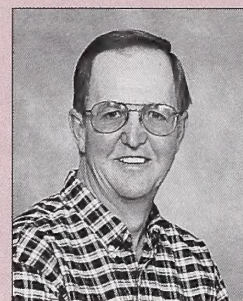
Producer association delegates are elected by their respective organizations but otherwise have the same responsibilities and benefits as regular delegates. Association representation is: Alberta Canada All Breeds Association - one delegate, Alberta Cattle Feeders' Association - two delegates, Alberta Milk Producers - one delegate, Feeder Associations of Alberta - two delegates, Western Stock Growers' Association - two delegates.



Lyle Taylor

Barrhead, 785-3422
producer liaison
committee

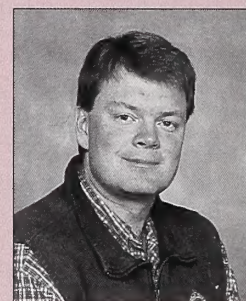
Alberta Canada All
Breeds Association



Ernie Israelson

Didsbury, 335-4279
public affairs
committee

Alberta Cattle Feeders'
Association



Jeff Warrack

Strathmore, 934-4186
government affairs
committee

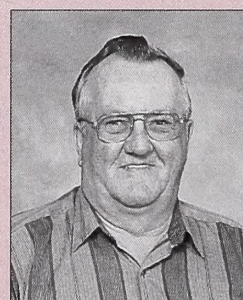
Alberta Cattle Feeders'
Association



Lorrie Jespersen

Barrhead, 785-2121
government affairs
committee

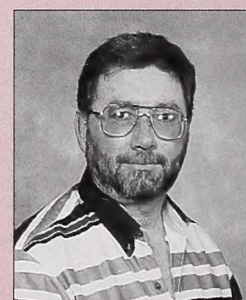
Alberta Milk Producers



Vern Batke

Bonnyville, 826-5776
beef promotion
committee

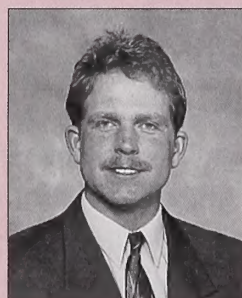
Feeder Associations
of Alberta



Rodney Murray

Picture Butte, 732-4643
public affairs
committee

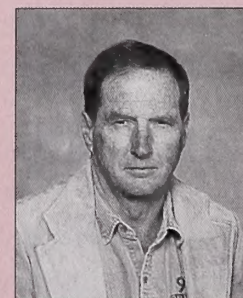
Feeder Associations
of Alberta



Neal Gilchrist

Milk River, 344-2162
public affairs
committee

Western Stock Growers'
Association



Hugh Lynch-Staunton

Lundbreck, 628-2420
government affairs
committee

Western Stock Growers'
Association

ELECTION BACKGROUNDER

ZONE 1

Zone 1 Includes: County of Vulcan No. 2, County of Newell No. 4, County of Forty Mile No. 8, M.D. of Taber No. 14, M.D. of Cypress No. 1, that area of Special Area No. 2 that lies south of the Red Deer River

CANDIDATES

Brad Calvert and family run a cow/calf and backgrounding operation at **Bow City**, southwest of Brooks. He was a UGG delegate up until they went public. Brad wants to get involved with the ACC because he feels that as a producer he should share the responsibility for setting policy for the industry. His main concerns are ongoing trade issues with the U.S. and other important issues such as promoting demand for our product.

Arno Doerksen and family run a purebred and commercial cow herd at **Gem**. They background and finish calves in their feedlot and do some custom feeding. Arno has been active in a number of community organizations. He also was involved with the ACC and Canadian Cattlemen's Association as a delegate, director and committee chair for several years and looks forward to continuing.

Tom Livingston and wife run an 150 head cow/calf operation at **Duchess**. They raise Limo-Angus cross cattle and primarily sell bulls. Tom says, "There are many issues to be addressed at this time. We are not at a turning point in the industry, but we are definitely at a crossroads. Which way we go depends a whole lot on who makes up the ACC delegate body. I've been around a while, but I believe I can still contribute to the well-being of our industry."

Gary McMorris and family own and operate a cow/calf and farming operation in the **Milo** area. He has been an ACC delegate for four years sitting on the producer liaison and public affairs committees. This year, he was on the government affairs committee dealing with Bill 31 - Agricultural Dispositions Statutes Amendment Act, the Natural Heritage Act, wellsite reclamation, farm property assessment and taxation, Special Places 2000, plus many more. Gary says, "The issues never stop and I believe everyone's input is important."

Merle Wyatt and family operate a mixed farm near **Arrowwood**. They have purebred Charolais and Herefords and a cow/calf program. Merle has been president of the Northwest Fire Protection Association, former 4-H leader and past member of the local Lions club. He is currently president of the Southern Alberta Cattle Breeders Association. Merle says, "Cattle have always been a major part of my life and I feel there are major areas of concern in the cattle industry including trade relations with the U.S. and promotion of beef consumption. I look forward to working with the ACC and improving the beef industry."

SITTING DELEGATES



Janet Cordes
Rolling Hills, 964-2103

beef promotion
committee



Jeanie Culligan
Duchess, 378-4552

beef promotion
committee



Stan Krause
Jenner, 898-2207

public affairs
committee

ELECTION BACKGROUNDER



ZONE 2

Zone 2 Includes: County of Warner No. 5, County of Lethbridge No. 26, M.D. of Cardston No. 6, M.D. of Pincher Creek No. 9, M.D. of Willow Creek No. 26, M.D. of Ranchlands No. 66, I.D. No. 4, I.D. No. 5, I.D. No. 6, the Municipality of Crowsnest Pass

ELECTED BY ACCLAMATION

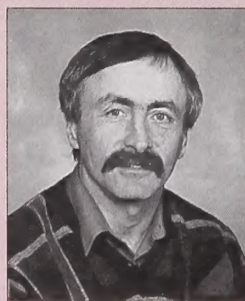
Marvin Conrad and wife operate Conrad Cattle Company, a mixed farm and ranch at **New Dayton**. They sell steer calves and retain the heifer calves and market them as bred heifers. Marvin has served on the boards of the Foothills Forage Association and the Dryland Salinity Association. He says, "We feel it a privilege to be able to live, work and raise our family as ranchers in this area. Our experiences will help me be of service to the cattle industry as a zone representative for the ACC."

Jack de Boer and family of **Monarch** operate De Boer Farms Ltd. The operation includes a 15,000 head feedlot called Monarch Feeders. Jack says, "My interest in the cattle business has always encouraged me to attend as many meetings and conventions as I could. I look forward to serving the cattle industry as an ACC delegate."

Weldon Thomson is general manager of Deseret Ranches near **Raymond**, which has cow/calf, backgrounding, stocker, feedlot and mixed farm components. He is involved in holistic range management and the Society for Range Management. Weldon sat on the technical committee during his second term as an ACC delegate.

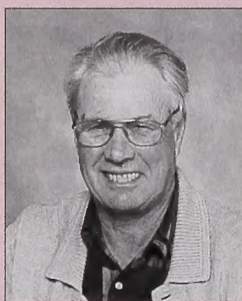
Scott Van't Land and family operate a mixed farm called Double H Feeders at **Coalhurst**. The farm consists of a feedlot, broiler operation and cropland. Scott holds a B.Sc. in mechanical engineering from the University of Alberta. He says, "I hope that my efforts can be of some benefit in helping our industry to bring safe and wholesome food to the consumer."

SITTING DELEGATES



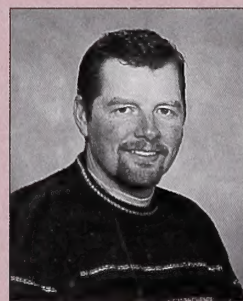
Bob Christie
Stavely, 549-2141

ACC finance chairman



Len Vogelaar
Pincher Creek, 627-5848

government affairs
committee



Les Wall
Coaldale, 345-5815

government affairs
committee

ELECTION BACKGROUNDER

ZONE 3

Zone 3 Includes: County of Wheatland No. 16, County of Mountainview No. 17, M.D. of Big Horn No. 8, M.D. of Foothills No. 31, M.D. of Rockyview No. 44, I.D. No. 9

ELECTED BY ACCLAMATION

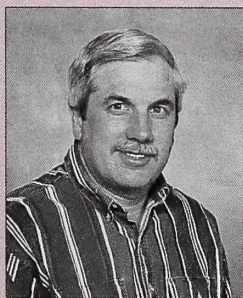
Bruce Bamford runs a mixed farm with his family south of **Calgary**. They run approximately 80 purebred Charolais cows and supply bulls to the commercial side of the industry. Bruce has been involved in agriculture all his life and participated as a youth in the 4-H program. He has served as a director on the Alberta Charolais board and on committees at the national level. Bruce says, "I enjoyed my first two years as an ACC delegate and served as zone three coordinator for both years. I feel that we as cattle producers must continue to work through the ACC to educate our consumers, promote our product and promote our industry."

Randy Kaiser runs a mixed farm in the **Hussar** area, which is located in the eastern area of zone three. Along with his parents, wife and three children, they crop around 1,000 acres and run purebred Charolais. Randy completed his second term serving on the government affairs and technical committees.

Bruce Stewart-Smith of **Airdrie** was raised on a ranch northwest of Cochrane. He attended both the Universities of Calgary and Alberta studying agriculture, business and arts. After travelling extensively in Europe and Australia, he returned to ranching full-time including 10 years as the manager for Horse Creek Ranching, a 450 head cow/calf operation. Since 1994, Bruce has been a sales representative for Beefbooster in both British Columbia and Alberta.

Jim Turner operates a cow/calf and mixed farm operation along with his family northeast of **Cochrane**. Jim has completed eight years as an ACC delegate. He is the current ACC chairman and has served on various ACC executive and committee chair positions as well as the Canadian Cattlemen's Association board. He would like to continue his involvement with the U.S. anti-dumping and countervail cases and the many upcoming provincial regulatory issues. Jim would like to ensure that the ACC remains a strong voice for cattle producers' concerns.

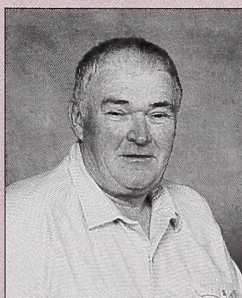
SITTING DELEGATES



Michael Bird

Blackie, 684-3446

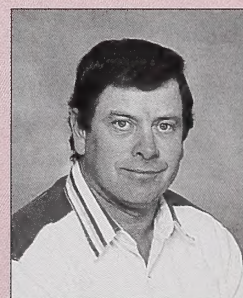
beef promotion
committee chairman



Charles Groeneveld

High River, 938-7843

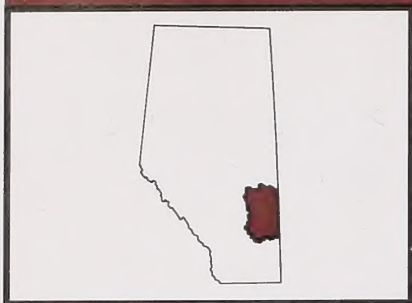
producer liaison
committee



Murray Morrison

Okotoks, 558-2288

government affairs
committee



ZONE 4

Zone 4 Includes: County of Paintearth No. 18, County of Flagstaff No. 29, M.D. of Acadia No. 34, M.D. of Provost No. 52, M.D. of Wainwright No. 61, that area of Special Area No. 2 that lies north of the Red Deer River, Special Area No. 3, Special Area No. 4

CANDIDATES

Ron Bullick and family operate a mixed farm and purebred cow/calf operation east of **Coronation**. He has served a total of eight years with the ACC and was on the board of directors. Ron says, "I believe the ACC has been a very effective voice for the Alberta beef industry. We need an organization like the ACC to speak to the government and environmentalists as well as push our product - THE BEST BEEF IN THE WORLD. I would like to be a part of that voice."

Harold Carter and family operate a mixed farm south of **Kinsella**. Over the years, he's been involved in various community activities as well as the ACC. Harold says, "I believe we should try to keep the cattle industry as free of government intervention as possible. At the same time we must listen to the beef consumers, both at home and abroad, and do our best to supply them with the type of product they desire."

Doug Nielsen and wife run a cow/calf operation in the short grass country near **Hanna**. They background calves until spring and then market them as feeders with the lighter ones going to grass. They also farm coarse grain and hay for feed production.

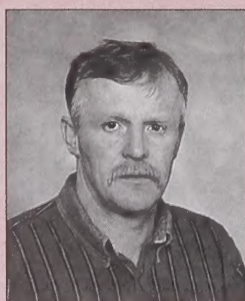
Gene Rawe and family manage a 700 head cow herd in the **Strome** area. They raise both commercial and purebred cattle, along with backgrounding and finishing their own cattle.

Gene holds a degree in agricultural economics that has provided him with a good understanding of agricultural-related markets. Gene says, "Overall, I believe I have a well-rounded background in both production and marketing and would like to put this to use in the interests of the producer."

Doug Standing was born and raised on a farm in the **Hanna** area. He spent eight productive years as a youth in the local 4-H beef club. After post secondary education, Doug worked at raising enough funds so that he could purchase land and livestock. For the past several years, he has been building his cattle herd and land base. Doug currently runs 70 cow/calf pairs and crops 460 acres. He is very active in cow clubs and events and is involved in a political party, both federal and provincial. Doug says, "I believe one should get involved to get a better understanding of an organization as well as stand up and voice what you believe in. To make a change to better our future, you have to stay on top of everything that's ongoing. This is why I would like to be part of the ACC."

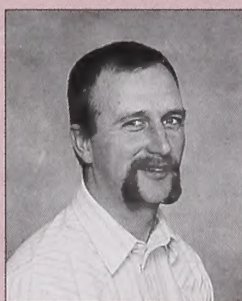
Carol Wilson and husband raise Angus cattle on a third generation farm near **Killam**. She says, "Food safety is one of the primary issues of the day. I believe as stewards of our land, air and water, we producers will continue to meet all sustainable environmental requirements."

SITTING DELEGATES



Craig Horner
Hanna, 566-2494

zone director



Glen Rosenau
Cereal, 326-2010

public affairs
committee



Marj Veno
Hanna, 854-2487

beef promotion
committee

ELECTION BACKGROUNDER



ZONE 5

Zone 5 Includes: County of Stettler No. 6, County of Lacombe No. 14, County of Red Deer No. 23, M.D. of Badlands No. 7, M.D. of Starland No. 47, M.D. of Kneehill No. 48, M.D. of Clearwater No. 99

CANDIDATES

Millie Boake and husband raise purebred Angus and Shorthorns at **Rocky Mountain House**. She was born and raised on a farm and has been running her own farming business for 30 years. Millie was the first female president of a major breed association in Canada (Alberta Angus Association) serving on the board for nine years. She is a director of the Alberta Canada All Breeds Association and is currently secretary/treasurer. Millie was presented the 1994 Cattle-men of the Year award as well as being the first to receive the Rosy Nyston Award. She says, "My interests are in the area of promoting and finding new markets for our beef product. Consumer education is important to me and I feel that the public needs information on simple and easy ways to prepare beef meals."

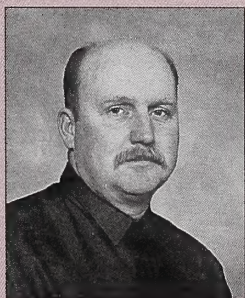
Kevin Boon and family run a mixed operation northwest of **Delia**. In the past, he has been very involved in 4-H as well as holding several board positions with the Charolais Association. Kevin has been a zone five delegate for the past two years. During that time he has represented Alberta on the Beef Information Centre committee where he sat on the new product development committee. Kevin is currently the Beef Information Centre vice-chairman. He says, "I feel that we are at a crucial and exciting time in the beef industry with the recent trade issues and consumer demands. We have to realize that we must not only produce a very high quality product, but we have to make that product fit the needs of the consumer. We have to face the fact that we are not only cattle producers, we are first and foremost food producers."

Don Curtice and wife own and operate Little Red Feeders Ltd., a backgrounding feedlot and bull test facility west of **Innisfail**. Don completed three terms as an ACC delegate in the early '90s. He says, "After sitting out for three years, I think I can contribute some progressive ideas and efforts that would apply to other producers. I feel it is important to keep informed and involved."

Barry Haner and family operate a mixed cow/calf, yearling and grain farm northeast of **Stettler**. Barry has completed two years as an ACC delegate, involved in the public affairs and beef promotion committees and as zone coordinator. He feels the ACC is a very important part of the cattle industry and is pleased to do his part.

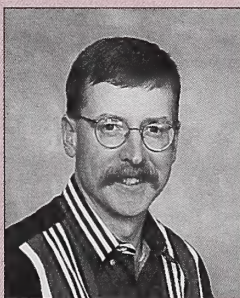
Rob Somerville and family operate a mixed grain, 150 head cow/calf and backgrounding operation at **Endiang**. Rob was a director of the Alberta Surface Rights Federation as well as the Stettler Economic Development Board. He has just completed his masters of business administration degree through the University of Guelph. Rob has served on the ACC government affairs and technical committees and represented the ACC on the land agents advisory committee. He says, "The ACC plays a very important role in Alberta's beef industry. I would like to be part of that process for another two years."

SITTING DELEGATES



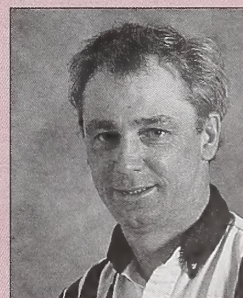
Greg Conn
Innisfail, 227-6692

public affairs
committee chairman



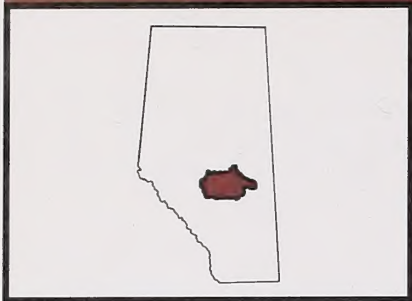
Darcy Davis
Acme, 546-2647

technical committee
chairman



Ron Hopper
Rimbey, 843-3436

public affairs
committee



ZONE 6

Zone 6 Includes: County of Ponoka No. 3, County of Beaver No. 9, County of Wetaskiwin No. 10, County of Strathcona No. 20, County of Camrose No. 22, County of Leduc No. 25, County of Parkland No. 31, I.D. No. 13, M.D. of Brazeau No. 77, City of Edmonton

CANDIDATES

Roy Eckert of **New Sarepta** runs a cow/calf and backgrounding operation. Roy has been involved in the community in the local agricultural society. He also participates in the Classroom Agriculture Program and has organized an educational program with the local agricultural society. Roy says, "Our industry is changing so quickly that I feel involvement in the ACC is very important for all producers. As a delegate I hope to gain a greater understanding of the issues, and share that information with my fellow producers."

Curtis Henkelmann is part of a family farm operation southwest of **Leduc**. They currently run a cow/calf herd, a small feedlot and have crop land. Curtis is also the assistant agricultural fieldman for Leduc County and is actively involved with the Alberta Association of Agricultural Fieldmen. He says, "Working as a fieldman, it is a must to stay up to date with issues facing agriculture. You have to constantly educate yourself. I am interested in belonging to the ACC and hope to bring forward issues and information facing the cattle industry and relay the information back to the producers."

Lester Millang of **Camrose** operates a herd of purebred Charolais cattle and, together with two other breeders, holds a production bull sale. Lester says, "I have always been willing to give my time to organizations. I served as a 4-H beef club leader for 10 years, on the board of the Alberta Charolais Association, as president of the Canadian Charolais Association, as well as various positions in local agri-

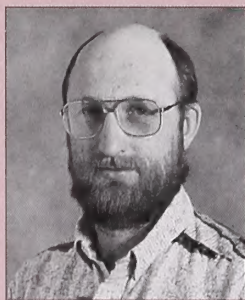
cultural organizations. Research and market development are very important to the beef industry. We must continue funding to maintain our market share."

Allan Minchau and family run a 200 head cow/calf operation near **Millet**. The family has been involved with the Wetaskiwin Agricultural Society and is currently involved with two 4-H clubs (beef and horse). Allan says, "My main interest in the ACC is getting people eating more beef and dealings between the cattle and oil industries. I also feel the ACC could work more with 4-H in the promotion end. I also feel that the ACC should be more proactive than reactive in good will dealings with mainstream media."

John Prentice of **Calmar** feeds cattle in custom lots. He has served on the ACC technical committee and is on the Canada Alberta Beef Industry Development Fund and Beef Cattle Research Council. John says, "I believe that the biggest risk to the industry is lack of competitiveness. Competitiveness is enhanced through the wise expenditure of development funds. Conversely, income stabilization has the lowest payback and makes inefficiency endemic."

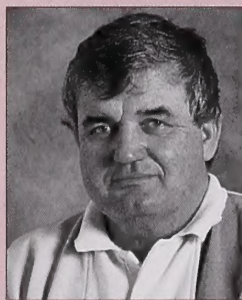
Dave Willows and family run a 325 head cow/calf and backgrounding operation at **Winfield**. He was an ACC delegate for several years and after a three year absence has decided to run again. Dave says, "I have been involved in the cattle industry for the last 35 years. I believe my experience can be an asset to the beef industry."

SITTING DELEGATES



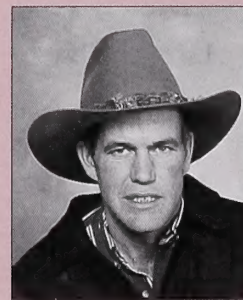
Elgar Grinde
Holden, 688-2123

producer liaison
committee



Don Mosicki
Warburg, 848-7778

public affairs
committee



Dave Solverson
Camrose, 672-7141

beef promotion
committee

ELECTION BACKGROUNDER



ZONE 7

Zone 7 Includes: County of Thorhild No. 7, County of Barrhead No. 11, County of Athabasca No. 12, County of Lac St. Anne No. 28, M.D. of Woodlands No. 15, M.D. of Opportunity No. 17, M.D. of Sturgeon No. 90, M.D. of Westlock No. 92, M.D. of Yellowhead No. 94, M.D. of Lesser Slave River No. 124, I.D. No. 12

CANDIDATES

Lee Davis and family of **Niton Junction** run a 225 head cow/calf operation. They also background their own calves and some purchased calves, have custom fed, and calve out another herd of 65 cows. Lee is currently a director with both the Lobstick Gas Co-op and Niton Rural Electrification Association, and has spent nine years on municipal council. He supports the local 4-H and is a member of the local agricultural society. In 1994, his family was presented with the Farm Family Award.

Dale Greig and wife run 150 head commercial and purebred cows on 800 acres eight miles west of **Barrhead**. Dale has been active in community and producer organizations for many years. He is currently involved in the Barrhead Agricultural Society, Barrhead Light Horse, Three Rivers Saddle and Gymkhana, Meadowview 4-H lighthouse, and Barrhead United Church. Dale served three terms with the ACC from 1984 to 1990. During that time he was zone director, director-at-large, chair of the market information, producer liaison and market development committees, vice-chairman and Canadian Cattlemen's Association director. Dale believes the ACC is an important part of the Alberta cattle industry because a strong producer organization is necessary. He would like to again contribute to help maintain a strong Alberta cattle industry.

George Schafers and family live in the **Morinville** area on a third generation mixed farm. They currently run 200 Shorthorn cows, crop about 700 acres and raise most of their own feed. George says, "I have thoroughly enjoyed my first term as an ACC delegate and hope you will see fit to return me for a second term."

Dale Schaffrick of **Barrhead** has farmed in the Mystery Lake area for about 20 years. He has a cow/calf operation and has sold some grain and hay in good years. Dale has been involved with several farm groups such as the Pembina Forage Association (director), Alberta Forage Council (executive president), Canadian Forage Council (vice-president), and is currently president of the Alberta Arabian Racing Association. Dale also sat on many committees including *Creating Tomorrow* and the *Alberta forage/beef group*. He says, "I look forward to serving as an ACC delegate."

Ed Yoder and family operate a 200 head cow/calf operation along with a small hog operation at **Smith**. Ed was a municipal councillor from 1971-1995, a school trustee for three years, and is involved in church and community work.

SITTING DELEGATES



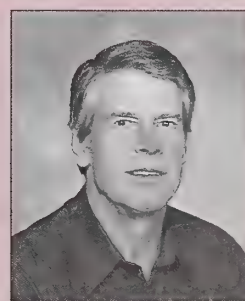
Joe Dobyanski
Westlock, 954-2165

government affairs
committee



Murray Kerik
Flatbush, 681-2244

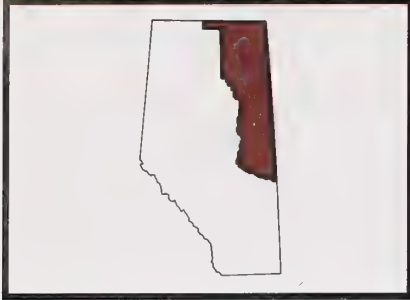
technical committee



David Pasay
Morinville, 939-2472

public affairs
committee

ELECTION BACKGROUNDER



ZONE 8

Zone 8 Includes: County of Lakeland, County of Smoky Lake No. 13, County of St. Paul No. 19, County of Two Hills No. 21, County of Vermilion River No. 24, County of Minburn No. 27, County of Lamont No. 30, M.D. of Bonnyville No. 87, Municipality of Wood Buffalo, I.D. No. 24

ELECTED BY ACCLAMATION

Vernon Batke of **Bonnyville** feeds cattle in custom lots. He has been a director on the Bonnyville Feeders Association for 29 years including the last 25 years as chairman. Vernon is the zone five director for Feeder Associations of Alberta and has held this position for the last 24 years. He has been an ACC producer association delegate for the Feeder Associations of Alberta for the last three years.

Raymond Konieczny and family run a 240 cow herd and crop 1,600 acres north of **Mannville**. Besides serving on the ACC beef promotion committee, he serves as supervisor of the Mannville Livestock Feeder's Association, UFA advisory committee member, and an advisory committee member for Agricore. He looks forward to serving another challenging term for the ACC.

Howard Thomas and family operate a mixed farm and purebred Charolais operation at **Lac La Biche**. He sat on the producer liaison committee last year.

SITTING DELEGATES



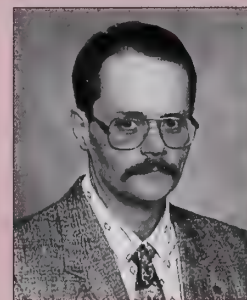
Shelley Dyck
St. Lina, 726-2223

government affairs
committee



Guy Fontaine
Bonnyville, 428-0707

public affairs
committee



Lyndon Mansell
Innisfree, 592-2262

producer liaison
committee chairman

ELECTION BACKGROUNDER

ZONE 9

Zone 9 Includes: County of Grande Prairie No. 1, M.D. of Greenview No. 16, M.D. of Birch Hills No. 19, M.D. of Saddle Hills No. 20, M.D. of Clear Hills No. 21, M.D. of Northern Lights No. 22, M.D. of MacKenzie No. 23, M.D. of Big Lakes No. 125, M.D. of Smoky River No. 130, M.D. of East Peace No. 131, M.D. of Spirit River No. 133, M.D. of Peace No. 135, M.D. of Fairview No. 136

ELECTED BY ACCLAMATION

SUBZONES

- 9-1 M.D. 23 (High Level, Ft. Vermilion, La Crete areas), that area of M.D. 22 north of Chinook Valley Road (Keg River, Manning and Dixonville areas)
- 9-2 M.D. 21 (Worsley, Cleardale, Hines Creek areas), M.D. 136 (Fairview area), M.D. 135 (Berwyn, Grimshaw, Peace River areas), M.D. 131 west (Three Creeks, Nampa areas), that area of M.D. 22 south of Chinook Valley Road
- 9-3 M.D. 20 (Gordondale, Silver Valley areas), M.D. 133 (Spirit River area), M.D. 19 (Wanham, Eaglesham areas), M.D. 130 (Smoky River, Falher areas)
- 9-4 County No. 1 (Grande Prairie, Beaverlodge areas), M.D. 16 west of Simonette River
- 9-5 M.D. 16 east of Simonette River (Valleyview, Debolt, Little Smoky areas), M.D. 125 (High Prairie, Kinuso areas)

Greg Griffin and wife operate a 600 head yearling operation at **Bluesky** near Last Lake. Their ranch specializes in grass cattle and replacement heifers, with feeder cattle being rotationally grazed on alfalfa pastures. Greg served on the ACC as a delegate from 1996-98 and is the manager of the North Peace Forage Association.

Garry Gurtler is a farmer, rancher and woodlot operator at **North Star**, about 60 miles north of Peace River. His family has 640 acres in cereals, legumes or grass and another 240 acres in permanent tame pasture and forested grazing pasture. He operates a 500 acre woodlot which is also used for grazing and a 2,600 acre grazing lease. They have 100 registered Polled Hereford cows, half of which are artificially inseminated to produce crossbreeds, mainly Charolais, Simmental and Angus. Garry has been a delegate for the Woodlot Association of Alberta for four years, a delegate for the North Peace Forage Association for two years, and a 4-H beef leader for one year. He also has been an ACC delegate for eight years, serving on animal health, government affairs and public affairs committees. He is currently the zone and Beef Education Association coordinator for zone nine. Garry says, "I really enjoy ranching and it fits in well with my other operations, making them all more profitable."

SITTING DELEGATES



Phil Fazikos

Deadwood, 836-2299

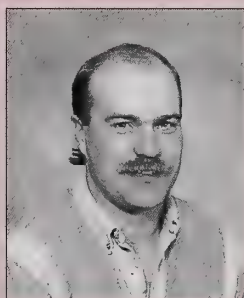
public affairs
committee



Dennis Gellings

Bear Canyon, 595-2143

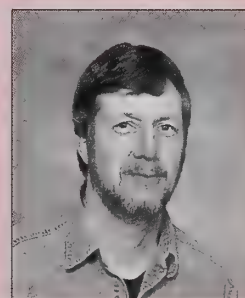
beef promotion
committee



AJ Wamsteeker

Woking, 774-2038

producer liaison
committee



Robert MacAlister

Wembley, 766-2741

technical committee



Cec Jardine

Valleyview, 524-3507

government affairs
committee



Chairman's Report

Trade Challenges Test Industry



Jim Turner
ACC Chairman

It has been a very busy and exciting time in the cattle industry over the last year. With cattle numbers down and

feed grain prices relatively low, cattle prices certainly appear positive going into the fall. The only fly in the ointment is how the final outcome on the U.S. trade actions will play out.

The trade actions brought about by the U.S. Ranchers-Cattlemen Action Legal Fund (RCALF) have certainly dominated the agenda nationally, and cost us significant dollars and resources.

"With cattle numbers down and feed grain prices relatively low, cattle prices certainly appear positive going into the fall. The only fly in the ointment is how the final outcome on the U.S. trade actions will play out."

The industry gave a sigh of relief on May 4 when the preliminary ruling on a countervailing duty came down in our favor. This demonstrates what we have said all along - that our beef cattle industry is one of the least subsidized in the world, and we look forward to the final ruling this fall to confirm this.

However, in July the U.S. Department of Commerce announced anti-

dumping duties of 5.57 per cent to be collected on live Canadian cattle exported to the U.S. excluding breeding cattle. This has been a significant cost to live cattle exporters shipping to the U.S. The Alberta Cattle Commission (ACC), along with the Canadian Cattlemen's Association (CCA) have been working very hard to try and get these duties eliminated. The final anti-dumping and countervail ruling will be made by the U.S. Department of Commerce in October - with the final injury ruling made by the U.S. International Trade Committee in late November.

We are trying to put the best possible case forward in order to win our case at these final rulings. Defending these charges has been very costly to the industry. To date \$3.5 million has been spent by the CCA on the countervail and anti-dumping defence and it now appears the total bill will likely be over \$4 million. Alberta's share is 54 per cent, so the cost to the ACC will likely exceed \$2 million.

On April 1, 1999 the 50 cent check-off increase came into effect at \$2 per head. This has been the first check-off increase in 11 years. The increase was targeted towards ACC programs in promotion, market development and communication. However, it appears all of the extra funds generated this fiscal year will have to be spent defending our industry on these trade charges. It reinforces the need to have a strong funding base to defend the industry when these issues arise. It also brings to the forefront the need to try and diversify our markets to other areas, specifically Asia and Mexico, and to increase domestic consumption to reduce our reliance on the U.S. market. We must also try to work with U.S. producers to address their con-

cerns (perceived or otherwise) to lessen these border disputes. There are many opportunities for us out there and we must try to explore them.

This year the ACC increased

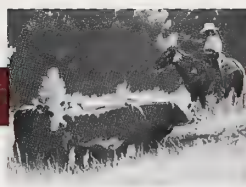
"We are trying to put the best possible case forward in order to win our case at these final rulings."

funding to the Canada Beef Export Federation (CBEF) to help increase exports to areas other than the United States. The results of the first half of 1999 have been very promising with exports up significantly in Asia and Mexico. The ACC's proposed budget shows that we feel export market development is a priority for our industry.

The ACC has also been very active in lobbying the government on many fronts over the last year.

The executive and board are actively lobbying to resolve outstanding concerns in Bill 31, the Agricultural Dispositions Statutes Amendment Act. We met several times with Alberta Agriculture, Food and Rural Development Minister Stelmach, Mr. Thurber and others to try and resolve the issues around access and surface compensation. This bill passed in May and the ACC, along with other stakeholder groups including the Western Stock Growers' Association and the Alberta Grazing Leaseholders Association must now try to address concerns in the drafting of regulations over the next several months.

The ACC executive addressed major provincial issues in a submission to the Agriculture Standing Policy Committee. We are in favor of the Natural Heritage Act, which includes



Chairman's Report

the Heritage Rangeland designation offering long-term leases to ensure these lands remain under grazing. We also discussed rural infrastructure, farm property tax and assessment, the need to remove the education tax from the land, and the need to avoid market based assessment on farmland.

We are also requesting the provincial government top up our industry development funds (IDF). The beef industry will deliver more benefits to

"It reinforces the need to have a strong funding base to defend the industry when these issues arise. It also brings to the forefront the need to try and diversify our markets."

producers if IDF's are used to develop and improve beef competitiveness and marketability. In light of our trading partner's concerns over subsidies, we feel this is an appropriate use of safety net funds.

We have also been involved in the Livestock Regulations Stakeholder Advisory Group trying to develop a

new framework for expansion of intensive livestock feeding operations in Alberta. The draft act and regulations are being released this fall for final public input. Anyone who raises livestock in environmentally sensitive areas or spreads manure could be impacted by these regulations so it is important for producers to understand the proposed regulations and provide feedback if they have concerns.

As you can see by reading the committee reports, the ACC has been active on many issues over the past year. We must continue to work diligently to keep our industry healthy and competitive as we enter the new millennium.

The hard work of ACC delegates, directors and our very dedicated staff, on behalf of our industry is very much appreciated!

Jim Turner, Cochrane
ACC Chairman



BOARD OF DIRECTORS

top row (left to right): Mike Cook, Dapp; Dale Wilson, Rosedale; Tom Livingston, Duchess; Greg Conn, Innisfail; Craig Horner, Hanna; Darcy Davis, Acme; Michael Bird, Blackie

bottom row (left to right): Grant Kerik, Beaverlodge; Mark Mowat, Gwynne; Jim Turner, Cochrane; Murray Jorgensen, Bassano; Bob Christie, Stavely; Lyndon Mansell, Innisfree

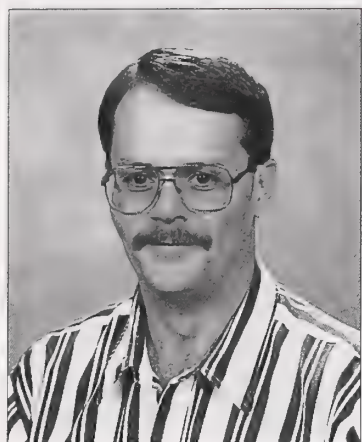
ACC STAFF:

- Gary Sargent, General Manager
- Michael Kuntz, Controller
- Joanne Lemke, Manager, Public Affairs
- Ron Glaser, Public Affairs Coordinator
- Kelly Hyde, Promotion Assistant
- Julie Pidhirney, Office Manager
- Karen Sheils, Receptionist



Producer Liaison

New Initiatives to Reach Producers



Lyndon Mansell
Producer Liaison
Chairman

The producer liaison committee is like the members' services department of the Alberta Cattle Commission (ACC), but is

composed of cattle producers like you and I. Communication with producers continues on a personal level with the help of zone coordinators and Beef Education Association (BEA) representatives. The zone coordinators are local delegates that book trade fairs and agricultural shows which allow the other delegates to meet with beef producers to get their feedback and concerns firsthand. Zone coordinators are usually joined by delegates when attending public events and proudly tell producers of our efforts to improve trade and sales while defending our rights to produce beef in a profitable and healthy way. These opportunities allow the zone coordinators and delegates to get input from producers throughout the year, not just during fall producer meetings. The BEA representatives book and attend more consumer oriented functions. Please contact any of these individuals to improve your local agricultural events.

The 1-800 News Line, under the watchful eye of it's creator Jim Fisher, continues to provide beef industry news to media. Broadcast-ready voice clips, in most cases recorded by producers, are provided free of charge to radio stations, which adds credibility to industry issues.

The *Grass Routes* newsletter has been under the committee's scrutiny, as we work to keep Alberta producers informed of industry happenings in a timely matter. It does give producers a snapshot of ACC events and challenges. There never seems to be the right amount of information in the newsletter - some say there is too much, some say there is not enough, kind of like rain!

Armed with information from the 1998 producer survey, the producer liaison committee will enter the new millennium using radio to complement our print information. Current issues will form the main course of weekly spots, spiced with real life anecdotes and humor. Some items are just too important to wait for the next print issue. There are some very positive promotion efforts we want producers to be aware of as we promote our beef at home and around the world.

The long awaited upgrade to the ACC webpage is finally a reality. We appreciate the support of the beef promotion and public affairs committees on this project. Each page has its own button bar to quickly navigate between sections. These sections include: Home Page (with site map) News Page, About ACC, Alberta's Beef Industry, Especially for Producers, Environmental Stewardship, and Library. Other valuable links will be provided from the home page including the Canada Alberta Beef Industry Development Fund Site, Canfax Reports, and Contact ACC. The address is www.cattle.ca/acc

The 1999 board tour was hosted by zone five this past July. Starting in Drumheller, highlights included good crops and lots of grass, a grain mill in Delia, a tour of Wilbur Stewart's spread at Big Valley, a ride on the Alberta

Prairie Steam Train and a pitch-fork fondue supper at Rowley. The weather was great, which unfortunately kept several producers at home haying, but a good question and answer session rounded off the evening.

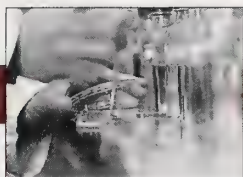
Support of Rural Crime Watch activities continue. The ACC's support of the poster contest helps to elevate awareness by school children of crime prevention. The Edmonton Crimestoppers Telethon received ACC support again in 1999.

In recognition of 4-H's contribution to Alberta's youth, the committee sponsors a scholarship for both a gal and guy. These are available to post-secondary students with a 4-H background in their second year of studies. This year's recipients are Joyce Noga of Medicine Hat and James Gilbertson of Coronation. The ACC lends financial support to the annual 4-H leaders' conference, from which new ideas, enthusiasm and motivation are brought back to local 4-H clubs.

The producer liaison committee is encouraged by the strong slate of candidates this fall, and reminds you that nominations are now open for next year. If you feel you can contribute to the beef industry in Alberta, consider becoming involved with your local zone. This booming industry needs the best.

A heartfelt thanks to the producer liaison committee and the zone coordinators for their valued input and efforts communicating with producers. The ACC and BEA staff take care of many day to day tasks and much preparation work. They meet challenges head on and ensure everything turns out great!

**Lyndon Mansell, Innisfree
Producer Liaison Chairman**



Technical

Funding Research With Practical Benefits

As your new technical committee chairman, the last six months have been a learning experience with catching up on projects carried forward from past years as well as dealing with new challenges facing our industry.

One of those challenges is Johne's Disease. Long thought to be only a dairy herd problem or even specific to some beef breeds, the disease can affect any herd anywhere. A cow with clinical symptoms will have diarrhea and severe wasting to the point of death.

What makes Johne's hard to deal with is that many cows carry the bacteria and shed it through their feces without ever becoming symptomatic.

Last fall the Alberta Agriculture Animal Health Labs collected 700 fecal samples from random beef herds throughout the province. The technical committee is helping to fund the culturing of these samples. This is a time consuming project as it takes four to six months to culture Johne's.

Besides being a severe production limiting disease, costing affected producers money, some scientists have tried to link the Johne's bacteria to Crohn's disease in people.

With this food safety concern in mind, the technical committee has been active with the Alberta Johne's Herd Status Program Working Group, Alberta Cattle Commission (ACC) Delegate Murray Kerik and myself, as well as representatives from the Alberta Animal Health Labs, private labs, Canadian Beef Breeds Council, Alberta Milk Producers, Alberta Veterinary Medical Association and the embryo transplant industry are working towards developing a testing and herd status program for Alberta milk and

beef producers. Australia already has a program in place and the U.S. Department of Agriculture (USDA) is in the process of initiating its own voluntary program. The Alberta Johne's Working Group has been in contact with the USDA and they see no problem with us using their program here. The program would be entirely voluntary and based on certain testing and biosecurity protocols. We also hope to educate producers and veterinarians on ways the disease can be controlled with management practices. By being proactive the industry can help alleviate some of the food safety concerns associated with Johne's.

"The technical committee has also been discussing the criteria for a certified Alberta beef program. To come up with this criteria is going to take cooperation between all facets of the industry: producers, packers and retailers."

As well as Johne's, we are continuing to fund research into Neospora. The Alberta Animal Health Labs are doing more testing and the ACC is helping to purchase the test kits for this research.

Dr. Cheryl Waldner will continue as Livestock Health Investigator looking into possible problems between the petroleum and cattle industries. It is also good news that the provincial government will potentially be funding a large research project on gas flaring based on comparative productivity of cattle that reside close to flares and cattle that are not exposed to flaring.

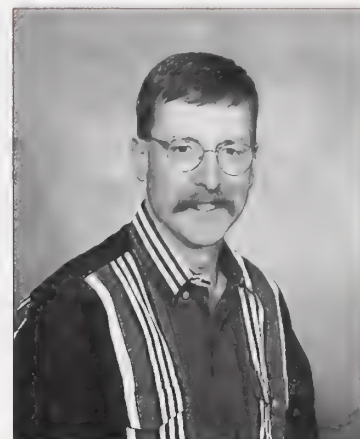
Following up a resolution from last

year's annual general meeting, the committee initiated a research project on Richardson's Ground Squirrel control.

John Bourne and Wolfgang Hoffman's project in northeast Alberta tested different commercial baits and poisons for efficacy. They also conducted a project using commercial poison and baits that are not currently being used.

The technical committee has also been discussing the criteria for a certified Alberta beef program. To come up with this criteria is going to take cooperation between all facets of the industry: producers, packers and retailers.

Other projects that are ongoing are the Granum Fire Range Recovery and the Wood Buffalo Risk Assessment.



Darcy Davis
Technical Chairman

**Darcy Davis, Acme
Technical Chairman**



Government Affairs

Land Use Issues Main Focus



Mark Mowat
Government Affairs
Chairman

The government affairs committee worked on a number of issues this year - many of which were either on hold or going

through the government process. The main issues were:

Bill 31 - Agricultural Dispositions Statutes Amendment Act Regulations

With the passing of the bill in the spring sitting of the legislature, the next step is to develop the regulations. At time of printing, the regulations are being drafted. The Alberta Cattle Commission (ACC) has provided the provincial government with our views on key areas of the regulations being drafted to support the Agricultural Dispositions Statutes Amendment Act. These include:

- Regulations dealing with operational concerns and costs arising from surface access to the lease for industrial activities (i.e. seismic).
- Regulations governing compensation for adverse effects, inconvenience and increased operational costs arising from industrial activities either on or adjacent to the lease.
- Regulations governing recreational access.
- Regulations creating dispute settlement procedures.

In general, the Commission requested that:

- The regulations should reflect that agriculture is the priority use for these lands and that lessees need

to be able to control access on to the dispositions.

- On issues involving different interests, wherever possible the regulatory environment should allow and encourage direct negotiation and agreement between the parties involved.
- Where regulations are necessary, they should be simple and clear.
- Dispute settlement procedures should be easily accessible and fair to both parties and should not require costly legal advice.

"The ACC believes the province and municipalities should address their specific infrastructure needs rather than creating new taxing or assessment systems."

Bill 15 - Natural Heritage Act

The Natural Heritage Act was introduced in the last session but was not passed. Following opposition from some groups, the new Minister of the Environment, Gary Mar, appointed an MLA committee to review the Act and propose improvements prior to its re-introduction in the spring. The proposed Act would establish a new protected category called Heritage Rangelands. This category would ensure the protection of natural landscapes that are representative of the Alberta prairies using grazing to maintain the grassland ecology. There will be no new oil and gas dispositions, logging, recreational facilities or off-highway vehicles allowed on Heritage Rangelands. The advantage to those leasing areas designated as Heritage Rangelands is that they would be

eligible for 30 year leases and would also be protected from future pressures for alternative uses of the land.

Wellsite Reclamation

The minister agreed to retain the current wellsite hearing process and not implement an audit process for agricultural lands. The steering group feels the best way to improve the certification process is to ensure landowners are fully informed of any wellsite reclamation activities and that their comments and questions are welcomed during the reclamation and certification process.

Farm Property Assessment and Taxation

The ACC has continued to be involved in the ongoing discussions with government on the proposed changes to farm property assessment and taxation. The ACC believes that the province and municipalities should address their specific infrastructure needs rather than creating new taxing or assessment systems. The province has encouraged value-added agriculture to support basic agricultural commodity production, and government should not target attacks on that sector without considering the value being added to local agricultural production and economies. Recent changes in the provincial fuel tax distribution and responsibility for secondary highway maintenance may help to reduce some of the infrastructure funding problems that have caused some rural municipalities to seek additional taxing mechanisms.

Mark Mowat, Gwynne
Government Affairs Chairman



Cattle Industry

Working Together to Build the Industry

The cattle industry committee met twice in 1999. We will probably have at least one more meeting before the annual general meeting this December. A wide range of subjects are discussed at these meetings as representatives of every cattle organization in the province normally attend. This committee gives every organization an opportunity to hear the concerns of other groups and to also express their concerns to the rest of the cattle industry.

Beef producers have been challenged on many fronts this year including:

- U.S. countervail and anti-dumping investigations,
- U.S. beef labelling legislation,
- Canadian tariffs on European Union exports to Canada,
- Livestock Identification Services operations,
- Special Places 2000 and heritage rangelands,
- Wellsite reclamation,
- Regulatory Framework for Livestock Operations,
- Canadian Cattle Identification Agency,
- Domestic and export market development funding,
- Canada Beef Export Federation,
- Discussion of safety nets, industry development funds and NISA,
- Grazing lease legislation and regulations,
- Alberta Grazing Leaseholders' Association
- Environmental Stewardship Award,
- Canada Alberta Beef Industry Development Fund research projects, and
- Discussion on emerging issues such as hormones and genetically modified organisms.

As well, George Reid, chief firearms officer of Alberta, was guest speaker at one of our meetings. The Firearms Registration Program is not doing so well. The goal of complete registry of all firearms by January 1, 2003 appears to be unattainable in spite of all the federal propaganda we hear.

"A wide range of subjects are discussed at these meetings as representatives of every cattle organization in the province normally attend. This committee gives every organization an opportunity to hear the concerns of other groups and to also express their concerns to the rest of the cattle industry."

I sincerely appreciate the committee members who attend our meetings. The discussions are usually lively and varied. Communication and understanding other organizations' positions is a very positive result of these meetings. Thanks again to all who attended.

**Tom Livingston, Duchess
Cattle Industry Chairman**



Tom Livingston
Cattle Industry
Chairman

With Representation From:
Alberta Auction Markets' Association
Alberta Canada All Breeds Association
Alberta Cattle Feeders' Association
Alberta Livestock Dealers' and Order
Buyers' Association
Alberta Milk Producers
Canadian Meat Council
Feeder Associations of Alberta
Western Stock Growers' Association



Public Affairs

Environment and Animal Welfare



Greg Conn
Public Affairs Chairman

The public affairs committee had a very busy and productive year in 1999. The committee met six times throughout

the year. In conjunction with these meetings, we toured the Cargill Foods packing plant in High River and the Rosedale water treatment plant in Edmonton. As well, we met with Ducks Unlimited Canada, Alberta Trailnet, Alberta Farm Animal Care, Causeway Group, Friends of Environmental Education Society of Alberta, Growing Alberta, and the Canadian Cattle-men's Association (CCA). All this in an effort to help our committee members make well-informed decisions that will benefit our industry.

This past June, we released an Environmental Risk Assessment. The report was conducted by an independent environmental consultant and builds on an original assessment completed in 1991. The report identified areas of higher environmental priority for the industry. These are the impact of cattle industry activities on riparian areas, and the potential for manure contamination of water supplies from cow wintering areas and intensive livestock operations. We are proud of the industry's environmental record. However, the updated report signals that we still need to do more in the area of producer extension. The updated environmental risk assessment will be a useful tool in developing our environmental programs.

Our ongoing participation in the North Saskatchewan River Basin Group has proven very positive. Because of the work done in the past through the public affairs committee, the cattle industry is seen as a leader in working with other groups in trying to better the quality of water in Alberta.

The public affairs committee continues to support the very successful Growing Alberta campaign, and the 2000/2001 budget reflects an increase in funding to Growing Alberta.

In response to a resolution passed at the 1998 annual general meeting, that "Ducks Unlimited take more responsibility for damages on affected lands caused by their projects", the committee met with members of Ducks Unlimited Canada. The committee expressed the concerns of some of our producers. The Ducks Unlimited Canada representatives assured us they are willing to meet and try to work out any problems these producers may have. The committee will assist in setting up any such meetings.

The public affairs committee continues to support the Alberta Farm Animal Care Association (AFAC). AFAC's new *I Care* program features AFAC staff and volunteers who attend industry association booths at public and producer events to discuss animal welfare issues and questions. Special signage and buttons have been developed to encourage discussion and recognition. AFAC would like to work with the ACC at more shows and encourages producer participation in the program.

AFAC also helped develop a Cattle Handling and Hauling Training Course designed to inform truckers how to handle livestock humanely, and the Livestock Emergency Response Course, designed to inform emergency

response personnel (fire, police, etc.) how to handle rollovers, barn fires, etc.

The public affairs committee has secured the cover of the livestock manifest book for industry issue advertising. Our first choice of issues was to advertise the new Cattle Handling and Hauling Training Course.

We formed a new animal welfare subcommittee this year. Their first project was an awareness campaign to promote dehorning, and overall, support for this effort was very good. Future projects may include working with CCA and AFAC to encourage producers to market their animals in a timely fashion.

The ACC's Environmental Stewardship Award continues to be very successful in recognizing some of the industry's top producers. Our industry benefits from high profile attention to these dedicated people. The public affairs committee is charged with carrying out the task of receiving nominations, recruiting judges, touring the nominees' operations and promoting the winner.

Other projects the committee supports and monitors are:

- manure management courses,
- Just Facts booklets,
- range management courses, and
- Cows & Fish Program.

The public affairs committee makes use of subcommittees which help everyone get more involved and helps develop a two way grassroots communication with our producers.

I have enjoyed working with all the committee members and appreciate very much all the professional help staff has given to make our year progress so smoothly.

Greg Conn, Innisfail
Public Affairs Chairman

TAG team

The Canadian Cattle Identification Program and You



YOUR GUIDE TO RE-IDENTIFYING OUR CATTLE HERD FOR ANIMAL HEALTH AND FOOD SAFETY

This brochure outlines the benefits and what you need to do.

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Export Federation

ets Recovering

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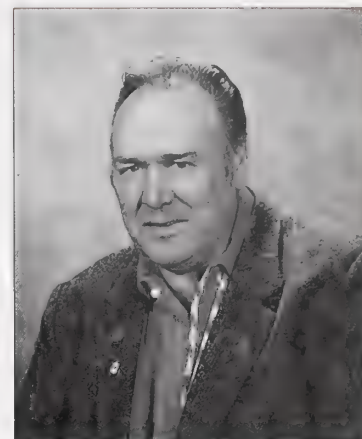
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Mike Cook
ACC Representative
to CBEF

Mike Cook, Dapp
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Public A

Environment and



Greg Conn
Public Affairs Chairman

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the year. In conjunction with these meetings, we toured the Cargill Foods packing plant in High River and the Rosedale water treatment plant in Edmonton. As well, we met with Ducks Unlimited Canada, Alberta Trailnet, Alberta Farm Animal Care, Causeway Group, Friends of Environmental Education Society of Alberta, Growing Alberta, and the Canadian Cattlemen's Association (CCA). All this in an effort to help our committee members make well-informed decisions that will benefit our industry.

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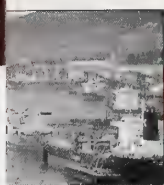
“This isn't just an ear tag, it's insurance that we'll still be able to sell calves tomorrow and next year and the year after that. It's a cost of doing business in today's world. The whole world is moving towards individual animal ID; we have to move with it.”

— *Carl Block, cow-calf producer and Chair of the Canadian Cattle Identification Agency (CCIA)*

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The Canadian Cattle Identification Program is a simple traceback system that involves ear tagging cattle with approved ear tags by the time they leave their herd of origin.

The tag stays with the animal to the point of carcass inspection within the packing plant. If a problem is detected the tag allows a more efficient search to identify the source of the problem, by starting at both the point the problem was detected and at the herd of origin.

This is an industry-led program. Industry leaders have recognized the importance of safeguarding our national herd and assuring consumer confidence at home and in our export markets. Working together with industry, the goal is to implement the program by the target date of December 31, 2000.

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Photo courtesy
of Glenbow Archives

Canada's last outbreak of

foot-and-mouth disease

occurred in 1952. It was quickly

contained because back then

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Individual cattle identification is not new in Canada.

From the 1920s to 1985, the Agriculture Canada Health of Animals Program individually identified cattle in Canada with a small metal ear tag. The Health of Animals Program brought Tuberculosis under control and eliminated Brucellosis (Bangs disease) in the Canadian cattle herd.

That program fell into disuse after 1985 with the elimination of Brucellosis. In 1985 up to 95% of the Canadian cow herd was individually identified under this program. Today that level has fallen to 10% or less. CCIA is re-introducing individual cattle identification as insurance against future health and safety concerns.

Today producers will have a wider variety of types of ID tags from which to choose. And, just as a grocery clerk uses a scanner to tally your purchases, the CCIA tags will have a bar code or other means of electronic ID that can be scanned and read on fast-moving packing plant lines.

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“Without any special handling facilities we tagged with two tags, the CCIA tag and a benchmark tag, and it didn't slow production down at all. We branded and tagged 700 calves in one day and it only took 2 to 3 extra people.”

— Neil Jahnke, cattle producer and CCIA tag trial participant

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Here's how it will work.

Approved tag manufacturers will produce tags bearing an official CCIA identification number. Cattle producers will order tags directly from the manufacturer, or purchase them from distributors in their local area. The cost of the CCIA basic tag will be kept as low as possible – likely under \$1 per tag.

The tag manufacturer or distributor will record the name and address of the cattle producer and the numbers from the tags he or she has purchased. This information will be submitted to CCIA by the manufacturer or distributor. *This information will only be accessed should a health or safety concern with that animal be identified. A very high level of security is being built into the CCIA database.*

The producer will apply the tag to the animal prior to it leaving its herd of origin. The producer does not have to keep any additional records. Information on the type of tags that are approved and where they can be purchased will be made available to all producers upon completion of the CCIA field trials.

At the packing plant, the ID number will be read, recorded and transferred to the CCIA database. If no health or safety issue is found CCIA will retire the number from its database.

If a health or safety issue is found, the Canadian Food Inspection Agency will contact CCIA to obtain the required traceback information. The search will then begin from both ends – the packer and producer.

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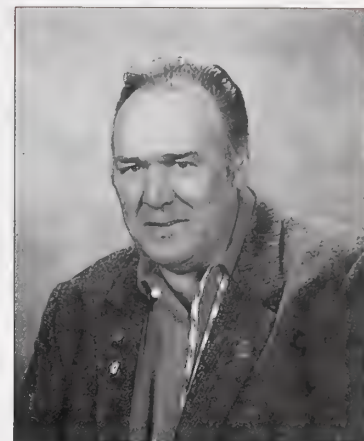
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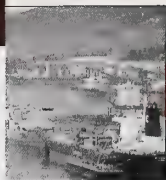
“Consumers, both foreign and domestic, increasingly require reassurances that the food products they purchase and consume are safe. By introducing this national identification program we are sending a message that we are prepared to stand behind our products individually as producers and collectively as an industry. National ID is a confidence builder for producers and consumers.”

— *Charles Gracey, Past Executive Vice-President, Canadian Cattlemen's Association*

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The Canadian Cattle Identification Program will ...

- help to maintain market access and ensure that export markets continue to expand and accept Canadian beef and cattle.
- reassure Canadian consumers we are proud of and stand behind the health and safety of our product.
- help increase beef consumption and continue to build a profitable industry.
- help protect the health of the Canadian cattle herd.

Get ready to join the

TAG
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Target date for implementation:
December 31, 2000

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CCIA
#215, 6715 - 8th Street N.E.
Calgary, AB
T2E 7H7
phone toll free 1-877-909-BEEF
(2333)
fax 403-275-1668

e-mail ccia@cattle.ca
website www.cattle.ca/ccia

For information on dairy cattle identification contact:

National Livestock Identification
Box 610
Brantford, ON
N3T 5R4
phone 519-756-8300
website www.nlid.org

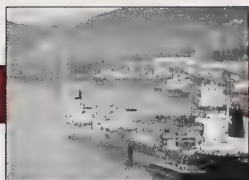


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Canada Beef Export Federation

Export Markets Recovering

Canadian beef and veal exports to Asia and Mexico increased by six per cent in volume and seven per cent in value in 1998 compared to 1997. Last year Canada exported 38,417 tonnes with a value of \$141 million to Asia and Mexico. It is important to note 1998 was a difficult year in Asia due to economic turmoil and competition from American credit programs, especially in South Korea.

The last three months of 1998 saw sales pick up as a turnaround started to take place in the Asian economy. The first seven months of 1999 have seen a dramatic increase in our exports to Asia and Mexico. Volume is up 62 per cent and value is up 79 per cent. If we can maintain this growth for 1999, tonnage will increase to approximately 60,000 tonnes with a value of approximately \$250 million. This represents five per cent of Canada's total \$5 billion cattle industry sales in 1999. Exports to the same markets represented 0.5 per cent of Canada's total cattle industry sales in 1990.

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The Canada Beef Export Federation held a strategic planning session in April focusing on increasing exports and cutting the budget at the same time. Marketing programs were scaled back in all countries, staff will be cut in foreign offices where possible, and incoming trade missions will be cut back with some countries coming every other year.

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Exporting companies will take more responsibility in identifying clients, hosting, financing and touring trade missions. Closing foreign offices was discussed, however, it was felt that the money saved was not worth the loss of trust and good faith in the relationships we have worked so hard to gain. In light of the U.S. bombing of the Chinese embassy in Kosovo and embittering relations with Taiwan and China, it may prove to be a very wise move. It should be noted that sales are up substantially in all countries where we have offices.

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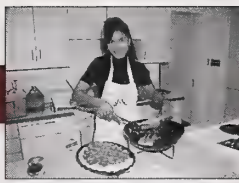
The key to developing a much larger market share for Canadian beef in Asia and Mexico is having packers move from producing a raw commodity to a value added branded product that they take ownership of. Canada is seen as having a very safe, healthy product produced in the cleanest, most pristine environment in the world. This is an image we must guard and maintain at all costs.

The number one priority of the Canadian beef industry, whether we win or lose trade actions or country of origin labelling, must be to lessen our dependence on the American market. To accomplish this we must do two things: stabilize and grow our domestic market (a battle we are having a tough time winning), and expand our market share in offshore markets and Mexico (a battle we are slowing winning and that looks very promising).



Mike Cook
ACC Representative
to CBEF

Mike Cook, Dapp
ACC Representative to CBEF



Beef Promotion

Provincial Promotion Programs Expanding



Michael Bird
Beef Promotion
Chairman

Since the increase of the check-off and its new and larger budget, the promotion committee has taken the expenditure of producers' funds very seriously.

We are now able to expand our successful programs and develop new ideas that will help increase consumer demand for beef and provide a profit for Alberta cattle producers.

Education programs continue to grow and reach our future consumers. The *Beef in the Classroom* program was presented to over 5,000 high school food studies students this past year. This presentation gives students nutritional information and shows them how

to use beef economically. Next year we plan to hold educational sessions for teachers and update their resource material on nutrition, recipes and proper cooking methods for beef.

The Alberta Cattle Commission (ACC) continues to be the largest contributor to the *Classroom Agriculture Program* (CAP) and the committee is investigating the production of an informational video on agriculture that could be used in grade four classes throughout the province. The volunteers that do the class presentations deserve hearty thanks as they are the most important link in this successful program.

Promotional materials are in constant demand by the foodservice program, the busy *Beef Education Association* coordinators and zone activities. The ACC staff continue to develop new promotional merchandise so that there is always something new and different to be used. As well, the promotion committee partnered with Alberta Agriculture, Food and

Rural Development to develop a new video *Alberta Beef - Great Taste of the West*. The video includes everything from beef production, producers, packing plants, processors right up to ACC Foodservice Coordinator Chef Marty Carpenter in action. This video will be used for trade missions, school and educational programs or wherever we want to get our Alberta beef advantage message out.

The Quebec market is still very important to Alberta as it consumes 22 per cent of our beef production. Unfortunately this is less than several years ago. But with the establishment of Denis Perin as our retail merchandiser, beef consumption in Quebec will increase. He has been working under the supervision of the Beef Information Centre introducing the new retail naming and labelling system for beef into the major grocery chains. Indications show a definite increase in kilograms sold and dollars spent on beef after the new naming system was implemented.

In Alberta the committee launched an *Alberta Beef Retail Pilot Promotion Project* in some Calgary retail stores. The plan involves contracting Fred Taylor (a meat grader and beef promotion enthusiast) to spend time at the retail meat counters assisting consumers and answering their questions about beef cuts, cooking methods, grading and anything else about pasture to plate production. First indications are that there is a definite increase in beef sales during these promotions. The committee will evaluate the pilot project this fall and decide on the most effective way to deliver this exciting new program in the future.

The foodservice program guided by Chef Marty Carpenter has contin-

Promoting Beef to the Consumer

The Beef Education Association is comprised of cattle people who promote beef and agriculture throughout the whole province.

We rural folks are the people who know about agriculture from the ground roots level. If the volunteers feel more expertise is needed for certain trade shows we hire people who have expertise in whatever area necessary.

We want to contribute to the glue that holds rural Alberta together. There are nine Alberta Cattle Commission zones and each area should have at

least one coordinator to organize local shows. It is necessary to support Albertans be they rural and/or urban citizens because food safety and environment issues concern us all.

We need help in zones six, eight and nine. If you have time, are enthusiastic about promoting beef, would like to help your industry, please get in touch with the ACC office in Calgary at (403) 275-4400.

**Carol Wilson, Killam
BEA President**



Beef Promotion

ued to be successful and expand. Due to these efforts, the committee increased its budget to \$350,000 and endorsed the hiring of a promotion assistant. Kelly Hyde assumed this position in June and is devoting 60 per cent of her time assisting Chef Marty and the rest working on other ACC promotion programs including the retail pilot project.

"We are now able to expand our successful programs and develop new ideas that will help increase consumer demand for beef and provide a profit for Alberta cattle producers."

Some of the most successful restaurant promotions this past year have been with the *Sawmill* restaurants in Edmonton, *Melissa's* and the *Keg* in Banff and the *abc* family oriented dining chains. Some promotions this summer included the *Ranchman's* and *Calgary Tower*, the *Capri Hotel* in Red Deer and the *CP Hotels* promotion with the *Calgary Airport Hotel*, *Banff Springs* and *Jasper Park Lodge*. The foodservice coordinator is also working with Cargill Foods, helping them gain recognition of their new high quality Sterling Silver branded products. An excellent beef diners' guide was launched at Stampede time in Calgary that highlighted restaurants who are doing Alberta beef proud. This program will eventually be expanded to Edmonton.

The foodservice coordinator has continued successful educational programs for chefs and cooking students on preparing and purchasing beef - especially the under utilized cuts. He was also invited to many seminars, including the Canadian

Federation of Chefs, and participates in several trade shows conducting demonstrations on such things as effective roasting, beef buying strategies and new recipes for secondary cuts.

Even though our foodservice coordinator is dedicating some of his time as the national foodservice manager for the Beef Information Centre, the committee is very confident that not only will he reach his program's goals, but surpass them.

The promotion committee still has a portion of its budget in contingency funds as we are constantly evaluating new promotion proposals. We will wait for the outcome of a Canadian Cattlemen's Association new marketing initiative to see if there is opportunity for Alberta to become involved. There will also be discussions with packers, processors and the foodservice sector to see if an Alberta beef

certification program (protocol developed by the technical committee) would be advantageous for the promotion of Alberta beef. A major project this next year will be investigating and developing a new image campaign for Alberta beef for the new millennium. Hopefully one or more of these new projects will eventually become as successful as the programs now in place.

I would like to commend the committee members on their interest and input, and thank the ACC staff for their hard work and dedication on achieving the goals of the promotion committee.

The beef promotion committee continues to be adamant on investing producers' check-off money wisely to achieve our goal of increased beef demand.

**Michael Bird, Blackie
Beef Promotion Chairman**

Volunteers Make CAP Happen

Three cheers for our 600 volunteers and all of our coordinators. I believe everyone worked especially hard this year.

We achieved a goal we set two years ago as we presented the Classroom Agriculture Program (CAP) to every grade four class in Calgary and Edmonton on our list. We are so proud of our volunteers and we are proud of our program.

As food producers, we all know how important it is that young people know where their food comes from and how many occupations are generated by agriculture. CAP provides a fun and interesting way to tell our story to grade four students.

With 600 hundred volunteers we told the agriculture story to 21,851 students in 939 classrooms across Alberta. We have the endorsement of

the minister of agriculture and the minister of education. Our program is the first of its kind and our materials and format have been used by other provinces as well as U.S. states, Australia and New Zealand.

We are unique because we use real producers to present the material. This makes it more interesting for the students. Our volunteers are our strength and uniqueness. THANK YOU!

I also want to thank Elaine Deeg for the excellent job she does of managing all of us and all of the materials we produce. Being chairman is fun when you have competent staff you enjoy working with. I am proud of CAP and have enjoyed my years of working in the program.

**Janet Cordes, Rolling Hills
CAP Chairman**



Beef Information Centre

New Focus for National Beef Promotion

The Beef Information Centre (B.I.C.) has started their new fiscal year with a new product focused program. After reviewing the state of the industry, B.I.C.'s mandate, key priorities, programs and budget, efforts were prioritized that had the best opportunity to increase consumer demand for beef. The Beef Industry Development Fund (BIDF) investment in product-based programs had shown such potential for increasing beef consumption and sales that the B.I.C. committee chose to continue in this direction. Retail, foodservice, and product development are now B.I.C.'s top three programs. Television advertising ranked at the bottom, thus a decision was made to cut generic television advertising. Advertising used over \$3.1 million of the B.I.C.'s budget so this change balanced the B.I.C.'s decreasing revenue (with the five-year BIDF ending in December '99).

"Retail, foodservice, and product development are now B.I.C.'s top three programs."

The decision to focus more strongly on product-based programs is in keeping with the B.I.C.'s mandate, to increase consumer demand for beef. Spending was increased on retail, foodservice, and product development programs to more closely align the B.I.C.'s activities with the objectives and priorities set out in the strategic plan developed two years ago. The B.I.C.'s key priorities were revisited and slightly revised and one addressing health issues was added. The seven priorities for the B.I.C.'s work are:

- Develop and promote more branded, convenient, and value

added beef,

- Increase beef's presence at retail and foodservice,
- Implement retail naming system for beef,
- Increase saleability of hip and chuck cuts,
- Support quality programs,
- Improve consumer perceptions of beef's convenience, and
- Improve consumer perceptions of beef's healthfulness.

Retail

Emphasis continues on the new naming system introduced in May '98. Nine out of 10 retail chains now use part or all of the voluntary new retail naming system for beef. Test market results from one chain show a 20 per cent dollar increase and a 3.6 per cent kilogram increase compared to six months of the previous year. A major part of the sales increase was due to a significant shift in the product mix. Roast sales more than doubled.

The B.I.C.'s retail staff monitor implementation across Canada and are continuing to meet with head meat managers to motivate them to use all three parts of the system: cooking method added to the anatomical name, cooking stickers on all packages, and counters divided by eight cooking methods.

There has been extensive coverage of this first-ever system in other beef producing countries. In the United States, three chains recently implemented the program after learning of its introduction in Canada.

The B.I.C. met with all corporate retail managers to outline the new promotional planner for the next year. Over 12 million recipe cards are put in front of consumers in large volume stores. The advance information lets

retailers tie in with features, flyer activity and cross-merchandising. Close to 3,000 stores receive the B.I.C.'s *Easy Beef* recipe program. This program is now in the fourth year.

Is it working? Retail sales in recent months are up almost eight per cent compared to the same period in 1998. Dollar volume is also up as well as average price and the number of homes buying beef. When both dollar and kilogram volume are up that is a good indication of positive consumer demand.

Product Development Initiative

The B.I.C. is working with 13 companies on 21 products in various stages of market development.

All three of the B.I.C.'s programs, retail, foodservice and product development, worked together to develop and market rotisserie-style roast beef with several processors.

At retail, rotisserie-style roast beef is being developed using whole muscle cuts, blade eye and rib eye, to sell at two different price points. Consumer research is being conducted on foodservice versions using several cuts.

The B.I.C. has also worked with The Meat Factory to promote a seasoned, tender-moist line of products: Miami Ribs, rotisserie-style roast, steaks and kabobs. The steaks and kabobs add value to parts of the chuck not used to make rotisserie roast beef.

At retail, the B.I.C. is currently working with two processors who are test marketing hot rotisserie-style roast beef at the deli counter in Loblaws' Ontario stores. It is also available sliced, shaved and combined with vegetables in a complete meal for ultimate convenience. For those with more time, a branded three-pound, oven ready, vacuum-packaged



Beef Information Centre

version of the same roast is being sold in the fresh meat case in several Loblaws stores. It is complete with cooking and barbecue directions.

Seasoned, julienne beef strips, prepared from hip cuts by J.D. Sweld are now being sold in 120 Taco Time restaurants. Improving the quality resulted in sales increases.

Launch of the Halal beef, which the B.I.C. supported in October 1996, is now marketed under the Al Safa brand in Ontario and has expanded to five provinces from Quebec to Alberta. In the United States, it is now in 30 retail chains in 15 U.S. states and in hundreds of independents. As a result of the sales success with the first three products, seven more new Halal products are being supported by the B.I.C.

The BIDE-funded product development initiative has taken a proactive stance by working directly with consumers to generate new ideas for beef in the snack category. The top ideas were further developed and consumer-tested. The top new product concepts were presented to key food manufacturers, and product development is proceeding with a company. This is an opportunity to increase beef consumption as 10 per cent of eating occasions are snacks and beef is underdeveloped in this category.

Foodservice

On the education side, the B.I.C.'s foodservice manager did demonstrations at Serca foodservice shows across Canada. Beef 101 seminars will be conducted for Serca staff this fall. New steak sandwich recipes are being featured in the next four issues of Serca's sales catalogue, *Foodservice World*.

At the Canadian Federation of Chefs Conference in Moncton, New Brunswick early June, four top chefs presented a seminar on trendy ways to use beef for the chefs attending this

national meeting.

Partnership promotions with restaurants increased sales. An eight-week promotion with 65 Keg restaurants across Canada increased beef sales 15 per cent. The next Keg promotion will start in January 2000 and feature trendy new ways to serve New York steak. A Husky House *Canadian Beef Round Up* promotion will start in October '99. It will be a celebration of the land and the people who bring you good food.

What's happening in foodservice sales? More people are eating out and dollar volume is up in general. Beef's market share at foodservice increased three per cent so far this year compared to 1998. Burger sales continue to grow since 1995. The year ending in May shows burger sales up five per cent.

Consumer Communications

The B.I.C.'s regular press releases have been distributed to over 300 dailies and 1,000 community newspapers. The B.I.C. acts as a resource to supply information and photos to media. This type of work has appeared on the market in the May and June issue of *Canadian Living*. May's contains an extensive article on beef in the *Healthy Cooks* section and beef is the cover photo of the June issue with several recipes inside. The beef section of *The New Canadian Basics Cookbook* includes an extensive write up on the new retail naming system. The December issue of *President's Choice* magazine carried a long article on beef supplied by the B.I.C. The B.I.C. provides this information and visual resources to food writers.

Food Safety

Pick-up from the *Fight BAC* campaign launched in November '98 included 93 stories in daily newspapers with a circulation of 5.9 million, and 27

television and 51 radio stories with a reach of over five million. This first effort was directed at preventing food borne illnesses that result from a lack of food safety in the home kitchen. This public/private partnership now has over 50 members. Over 200,000 copies of a *Chill Out* brochure, developed by the B.I.C. with the five other founding partners of *Fight BAC*, have been distributed.

Nutrition

Results of an eating trends study were communicated in February. The results showed 97 per cent are meat eaters. Only 2.7 per cent do not eat red meat and this figure has been consistent for the last 10 years. A radio campaign to get this story out resulted in 145 interviews.

The B.I.C. decided to take a more targeted approach to communicating nutrition and health messages. In this coming year, we will have access to results from seven nutrition research projects funded under the BIDE. To address nutrition and health issues, \$1 million is being used for a strong, targeted campaign of advertorials. They started in the September issue of magazines with 65 insertions in 15 English and eight French language magazines over a 10-month period.

One million of the B.I.C.'s budget is being held in reserve in the event it's needed to fight the U.S. anti-dumping challenge. It is ironic that millions of check-off dollars that should be spent on improving consumer demand in both countries and on building export markets are being spent on lawyers to fight the anti-dumping case. It has been very costly, time-consuming and counter productive to increasing sales of beef.

**Michael Bird, Blackie
Beef Information Centre
Committee Member**



Canadian Cattlemen's Association

Industry Rises to Trade Challenges

The Canadian Cattlemen's Association (CCA) has been very busy over the last year, with trade concerns dominating the agenda. Staff and directors are spending significant time, effort and producer funds defending the Canadian beef cattle industry from trade actions. While these concerns are at the forefront, CCA staff continue to be involved in the ongoing responsibilities of the organization and are doing an exceptional job in spite of the extra work brought on by these trade actions.

U.S. Trade

The CCA was very pleased that on May 4, the U.S. Department of Commerce (DOC) made the decision not to apply preliminary countervailing duties on exports of Canadian live cattle.

The DOC ruled that neither the activities of the Canadian Wheat Board in the domestic grain market, nor the Net Income Stabilization Account are countervailable. They also indicated that a number of programs targeted by RCALF (the U.S. producer group that brought both the countervailing and anti-dumping cases against Canada) are permitted under the World Trade Organization trade rules.

This is just a preliminary decision by the DOC; the case will receive a final ruling by the International Trade Commission (ITC) towards the end of 1999. It is expected that RCALF will mount a vigorous campaign to attempt to get the DOC to reverse their ruling at final determination. However, Canada's case is very strong that the allegations have no basis under international rules.

We appreciate the vigor with which the Government of Canada, the Alberta government and the other

provinces defended the Canadian cattle industry in this case.

It was disappointing when the DOC issued its preliminary ruling on the anti-dumping case brought against the Canadian industry by some U.S. producers.

The DOC ruled that some Canadian live cattle sales to the U.S. were made below the "cost of production" (as derived by the DOC) and were therefore illegal under anti-dumping rules. The DOC reached this decision by examining cost of production and sales records of six Canadian cattle exporters. The duty applied against the industry is an average of the duty applied against five of those exporters.

Initially the preliminary duty was set at 4.73 per cent. On July 23, due to adjustments made by the DOC to some of the original data that was supplied to them by exporters, the rate was increased to 5.57 per cent. The recalculation was made because of corrected data provided to the DOC and was unrelated to one of the respondents' withdrawal from the investigation.

The cattle and beef markets are North American-wide and Canadian cattle producers simply sell their product for the best price available at a given time. The U.S. dumping investigation concentrated on a timeframe in which producers on both sides of the border frequently sold cattle at a loss due to natural market cycles and other extenuating market factors.

The CCA, through its legal counsel in Washington D.C., is continuing to challenge the way in which the U.S. government calculated these duties and will work to have the rates reduced or eliminated at the final determination this fall. After final determination the case goes back to

the ITC where the CCA will present final arguments that Canadian live cattle imports are not injuring the U.S. industry.

From the beginning the CCA has stated that we have the best chance for winning these cases at final injury determination. The CCA maintains that import volumes of Canadian cattle are not significant to the U.S. industry, these imports have not negatively affected prices in the U.S., and blocking Canadian cattle imports would not cause U.S. prices to rise. The ITC is expected to make its ruling in late November.

Labelling

U.S. cattle producers, represented by the National Cattlemen's Beef Association, continue to lobby for labelling of meat imported into the United States. The CCA considers this a serious threat to our industry because mandatory labelling of imported meat will increase the handling costs for retailers who are not set up to segregate products. This will lead to reduced sales and possibly exclusion of Canadian beef in some regions of the United States.

Last September a bill presented to a joint U.S. Senate House Conference was sent for further study. That study, conducted by the U.S. Department of Agriculture was released this summer. This will likely lead to a series of hearings in the United States into the costs of such a move for the U.S. beef industry.

The CCA is working with a coalition of U.S. packers, retailers and foodservice operators who are opposed to mandatory labelling of imported meats. They feel this legislation would be very costly to their sectors of the industry. Northern U.S. meat packing



Canadian Cattlemen's Association

plants depend on Canadian cattle for 10 to 40 per cent of their production and many of those plants are predicting large scale layoffs if the bill becomes law.

European Union Beef Ban

The World Trade Organization deadline for the European Union (EU) to open its markets to imports of North American beef came and went on May 13 with no move by the EU to live up to its international trade obligations.

Now that the WTO deadline has passed, Canada and the United States have applied tariffs to imported European products of a value equal to our export losses due to this ban.

Restricted Feeder Cattle Import Program

North Dakota and Idaho are now approved under the Canadian Restricted Feeder Cattle Import Program.

The program permits U.S. feeder cattle to be imported into Canada under less onerous regulations during certain months of the year. The import regulations, designed to protect Canada's disease-free status, recognize that climate and geographic barriers along with sound animal health procedures and programs contain animal diseases more effectively than political borders.

North Dakota and Idaho now join Montana, Washington and Hawaii as the U.S. states now eligible. The third year of the program will operate from October 1 to March 31, 2000. In the past year, Canadian feedlots imported 51,000 U.S. feeder cattle.

The CCA in consultation with the Canadian Food Inspection Agency are working to identify changes in import requirements for year-round access of feeder cattle from low risk U.S. states, and identify the costs to the genetics export sector resulting from a change

in Bluetongue and Anaplasmosis status and identify what actions would mitigate any resulting harm.

National Check-Off

The CCA has set January 1, 2000 as the target date for all provinces to begin contributing to a national check-off on beef cattle marketed in Canada.

All provinces are in the final stages of arranging for the collection of a one dollar per head check-off on marketed cattle for the National Check-Off Agency. The largest cattle producing provinces - British Columbia, Alberta, Saskatchewan and Ontario, representing 80 per cent of the Canadian cattle herd - are now collecting the check-off. The rest of the provinces are targeted to begin contributing by January 1.

Only by having a non-refundable national check-off can funds be collected on beef and cattle imports coming into Canada. Canadians exporting cattle and beef into the United States have long paid a U.S. check-off, contributing to promoting beef in the United States. Collecting a check-off on imported beef and cattle is expected to add approximately \$800,000 per year to the Canadian beef and cattle industry's promotion and research efforts. With over \$4 million of industry funds diverted to defending the industry against U.S. anti-dumping and countervail trade actions, this resource is sorely needed.

Canadian Cattle Identification Agency

The national cattle identification program will come into effect December 31, 2000. Trials of the tag technology that will be utilized by the national cattle identification program are ongoing and early indications look promising.

The concept of the cattle identification program currently under development by the Canadian Cattle Identification Agency (CCIA) is very similar to the Health of Animals program that was in use as recently as 1985 - simple and practical. Basically all cattle will be required to be ear tagged with a CCIA tag bearing a unique individual ID number by the time they leave their herd of origin. This tag will remain with the animal through to the point of meat inspection within the packing plant. In the remote possibility that a health or safety issue is identified, the ID number will allow the Canadian Food Inspection Agency to trace that animal's movements and quickly resolve the problem. The cost of the tags is being kept as low as possible - likely under one dollar per basic tag.

The program being developed by the CCIA at the request of the Canadian cattle industry is strictly for health and safety traceback to protect our markets, both export and domestic. However, national identification will provide the infrastructure upon which other programs, such as *Quality Starts Here* and other industry alliances, can build if producers choose to participate in those programs.

If you would like further information on the CCIA national identification program contact the CCIA at #215, 6715 - 8 Street N.E., Calgary, Alberta, T2E 7H7; or fax (403) 275-1668; e-mail ccia@cattle.ca. Information is also available on the CCIA website - www.cattle.ca/ccia.

**Jim Turner, Cochrane
Alberta's Executive Director to the CCA**

Auditors' Report

AUDITORS' REPORT TO THE DIRECTORS AND ZONE REPRESENTATIVES

We have audited the statement of financial position of the Alberta Cattle Commission as at March 31, 1999 and the statements of operations and changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Commission's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Commission as at March 31, 1999 and the results of its operations and the changes in its cash flows for the year then ended in accordance with generally accepted accounting principles.

KPMG LLP

Chartered Accountants

Calgary, Canada
May 10, 1999

ALBERTA CATTLE COMMISSION

Statement of Financial Position

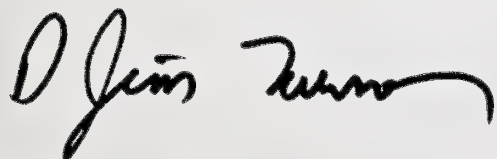
March 31, 1999, with comparative figures for 1998

	1999	1998
Assets		
Current assets:		
Cash	\$ 524,119	\$ 624,076
Government-secured investments, at cost	1,563,323	1,479,590
Fees receivable	771,887	640,063
Interest and other receivables	134,410	92,117
	<u>2,993,739</u>	<u>2,835,846</u>
Capital assets (note 2)	45,464	47,096
	<u>3,039,203</u>	<u>2,882,942</u>
Liabilities		
Current liabilities:		
Accounts payable and accrued liabilities	621,510	217,130
Deferred revenue	164,894	140,493
	<u>786,404</u>	<u>357,623</u>
Net assets	<u>\$ 2,252,799</u>	<u>\$2,525,319</u>

Commitments and contingency (note 3)

See accompanying notes to financial statements.

Approved by the Board:



Jim Turner, Chairman



Bob Christie, Finance Chairman

ALBERTA CATTLE COMMISSION

Statement of Operations and Changes in Net Assets

Year ended March 31, 1999, with comparative figures for 1998

	1999	1998
Revenues:		
Fees	\$7,219,612	\$6,894,044
Less dealers' rebates	144,449	137,695
	7,075,163	6,756,349
Investment income	112,473	97,798
	7,187,636	6,854,147
Expenses:		
National promotion and Beef Information Centre (notes 4 and 5)	3,790,663	3,618,875
Canadian Cattlemen's Association (notes 4 and 5)	487,270	503,292
U.S. trade action (note 3(a))	562,491	-
Canada Beef Export Federation	300,000	300,000
Board and delegates:		
General meetings	152,982	141,757
Fall meetings	101,941	36,522
Board meetings	82,635	69,834
Zone	43,842	89,050
Executive	37,006	35,200
Project expenses (note 5):		
Beef promotion	538,489	459,070
Producer liaison	299,345	254,489
Public affairs	131,359	112,258
Technical	100,956	263,713
Government affairs	72,472	66,432
Cattle industry	3,180	4,864
Project management, operations and administration	452,293	460,369
GST expense (note 3(c))	211,515	485,890
Legal and audit	75,058	80,333
Depreciation of capital assets	16,659	20,168
	7,460,156	7,002,116
Excess of expenses over revenues	272,520	147,969
Net assets, beginning of year	2,525,319	2,673,288
Net assets, end of year	\$2,252,799	\$2,525,319

See accompanying notes to financial statements.

ALBERTA CATTLE COMMISSION

Statement of Cash Flows

Year ended March 31, 1999, with comparative figures for 1998

	1999	1998
Cash and cash equivalents provided by (used in):		
Operations:		
Excess of expenses over revenues	\$ (272,520)	\$ (147,969)
Add items not involving cash:		
Depreciation of capital assets	16,659	20,168
Loss on disposal of capital assets	665	210
	(255,196)	(127,591)
Change in non-cash working capital	254,664	39,199
	(532)	(88,392)
Investing:		
Additions to capital assets	(15,965)	(22,155)
Proceeds on disposal of capital assets	273	3,278
	(15,692)	(18,877)
Decrease in cash and cash equivalents	(16,224)	(107,269)
Cash and cash equivalents, beginning of year	2,103,666	2,210,935
Cash and cash equivalents, end of year	\$ 2,087,442	\$2,103,666
Cash and cash equivalents are defined as:		
Cash	\$ 524,119	\$ 624,076
Government-secured investments	1,563,323	1,479,590
	\$2,087,442	\$2,103,666

See accompanying notes to financial statements.

ALBERTA CATTLE COMMISSION

Notes to Financial Statements Year ended March 31, 1999

1. General:

The Alberta Cattle Commission (the "Commission") operates under the regulations of the Marketing of Agricultural Products Act of the Province of Alberta for the purpose of improving the economic well-being of the cattle industry in Alberta. Under the regulations of the Act, the Commission is entitled to levy a service charge on cattle marketed in the Province of Alberta. The service charge in effect during the year ended March 31, 1999 was \$1.50 per head (year ended March 31, 1998 - \$1.50 per head). This service charge is deducted from the proceeds payable to the seller and is to be remitted to the Commission by each licenced livestock dealer.

The Commission meets the qualification of a not-for-profit organization as defined in paragraph 149(1) of the Income Tax Act and as such is exempt from income taxes.

2. Capital assets:

			1999	1998
	Cost	Accumulated depreciation	Net book value	Net book value
Furniture and fixtures	\$53,987	\$26,882	\$27,105	\$26,674
Computer equipment	35,288	16,929	18,359	20,422
	\$89,275	\$43,811	\$45,464	\$47,096

Depreciation is provided on a straight-line basis over the assets' estimated useful lives, which for furniture and fixtures is 10 years and computer equipment is three years.

3. Commitments and contingency:

- (a) Responding to a petition presented by a producer group in the United States, the U.S. Department of Commerce has undertaken a trade investigation to determine whether Canada has engaged in unfair trading practices. The Commission has committed to pay Alberta's 54 per cent share of the total expected defence costs of approximately \$3 million.

To March 31, 1999 costs of \$562,491 had been incurred and recorded with respect to the investigation.

- (b) The Commission leases office space and equipment under operating leases which expire at varying times over the next five years. The future minimum lease payments are as follows:

2000	\$ 85,051
2001	103,646
2002	103,356
2003	101,906
2004	101,906
	\$495,865

- (c) In February 1997, the Commission received a ruling from Revenue Canada stating that their the service charge for cattle marketed is not a consideration for a supply and therefore not subject to Goods and Service Tax ("GST"). As well, a legislative change during 1996 introduced the requirement that in order to recover GST incurred on purchases through the input tax credit mechanism, the goods or services purchased must have been acquired for the purposes of making taxable supplies. The combination of these events had, according to Revenue Canada, resulted in the inability of the Commission to recover the GST incurred on purchases, and that result was retroactive to April 24, 1996.

The Commission appealed the ruling and during the current year received an amended ruling from Revenue Canada stating that the service charge is subject to GST, thus eliminating any obligation to repay input tax credits previously recovered. Up to the effective operational date of the amended ruling the Commission has elected to expense input tax credits, totalling \$211,515 in 1999 (1998 - \$485,890). The Commission is continuing to pursue Revenue Canada, through legal counsel, for recovery of these amounts.

ALBERTA CATTLE COMMISSION

Notes to Financial Statements, Page 2
Year ended March 31, 1999

4. Related party transactions:

- (a) Included within the mandate of the Commission is the support for two national organizations, the Canadian Cattlemen's Association ("CCA") and the Beef Information Centre ("B.I.C."). As a funding organization the Commission is entitled to:
- (i) A number of seats on the Board of Directors of the CCA based on its calculated share of the farm cash receipts from the cattle and calves represented by the member organizations to the CCA. For the year ended March 31, 1999 the Commission contributed \$473,936 (1998 - \$487,874) to the CCA and the Commission was entitled to 8 of 27 seats.
 - (ii) A number of representatives to the B.I.C. committee based on its proportionate share of total funding. For the year ended March 31, 1999 a contribution of \$3,780,000 (1998 - \$3,610,000) was made to the B.I.C. entitling the Commission to 6 of 15 seats.
- (b) By way of an agreement dated April 16, 1997 the Canada-Alberta Beef Industry Development Fund (the "Fund") was established by the Government of Canada and the Government of Alberta. The Government of Canada has committed \$8.2 million to the Fund and advances quarterly payments based on expenditure projections. The Government of Alberta has advanced their contribution of \$8.2 million. The total combined contribution of \$16.4 million is available to enhance research and industry development activities with the objective of promoting and enhancing the competitiveness of the beef industry in Alberta.

The agreement calls for the Fund to be administered and maintained by the Commission. For the year ended March 31, 1999 the Commission charged the Fund \$18,936 (1998 - \$19,588) in this regard of which \$13,023 (1998 - \$6,807) was recorded as a receivable at March 31, 1999.

5. Director and delegate expenses:

Director and delegate honoraria and expenses are included with the costs of the national organizations and project expenses. The amounts included in each of the categories are as follows:

	1999	1998
Promotion	\$ 30,484	\$ 34,581
Public affairs	24,919	18,506
Producer liaison	24,354	16,285
Government affairs	15,945	13,603
Beef Information Centre	10,663	8,875
Canadian Cattlemen's Association	10,268	13,797
Technical	4,161	9,910
Cattle industry	1,126	1,771
	\$121,920	\$117,328

6. Fair values:

The fair values of amounts receivable and payable approximate their book values as such amounts are short-term in nature. The fair value of government-secured investments at March 31, 1999 is reflected by their quoted market value of \$1,618,862 (1998 - \$1,543,632).

7. Comparative Figures:

Certain of the 1998 comparative figures have been reclassified to conform with the current year's presentation.

8. Uncertainty due to the Year 2000 Issue:

The Year 2000 Issue arises because many computerized systems use two digits rather than four to identify a year. Date-sensitive systems may recognize the year 2000 as 1900 or some other date, resulting in errors when information using year 2000 dates is processed. In addition, similar problems may arise in some systems which use certain dates in 1999 to represent something other than a date.

The effects of the Year 2000 Issue may be experienced before, on or after January 1, 2000 and, if not addressed, the impact on operations and financial reporting may range from minor errors to significant system failure which could affect an entity's ability to conduct normal business operations. It is not possible to be certain that all aspects of the Year 2000 Issue affecting the entity, including those related to the efforts of customers, suppliers or other third parties, will be fully resolved.



ALBERTA CATTLE COMMISSION

Operations Budget 2000/01

	Proposed 2000/01 Budget		dollars per head	Current 1999/2000 Budget	1998/99 Actual
Revenue:					
Fees	\$9,400,000	A	2.00	\$8,000,000	\$7,219,612
Less dealers' rebates	141,000		0.03	120,000	144,449
	9,259,000		1.97	7,880,000	7,075,163
Investment income	77,000		0.02	104,411	112,473
Total revenue	9,336,000		1.99	7,984,411	7,187,636
Expenses:					
<i>*National promotion and Beef Information Centre</i>	3,760,000	B	0.80	3,600,000	3,790,663
<i>*Canada Beef Export Federation</i>	705,000	B	0.15	201,500	300,000
<i>*Beef Cattle Research Council</i>	235,000	B	0.05	200,000	-
Canadian Cattlemen's Association	485,750		0.10	514,080	487,270
Market development/trade defence	850,000	C	0.18	800,000	562,491
Board and delegates:					
General meetings	152,500		0.03	142,800	152,982
Board meetings	72,500		0.02	61,200	82,635
Fall meetings	49,000		0.01	49,980	101,941
Zone	51,350	D	0.01	40,800	43,842
Executive	38,000		0.01	38,250	37,006
Project expenses:					
Beef promotion	1,295,500	E	0.28	1,150,500	538,489
Producer liaison	455,000	F	0.10	368,650	299,345
Technical	200,000	G	0.04	106,000	100,956
Public affairs	175,500		0.04	172,000	131,359
Government affairs	90,000		0.02	90,000	72,472
Cattle industry	5,000		0.00	4,080	3,180
GST expense	-		-	-	211,515
Project management, operations and administration	607,000		0.13	614,700	452,293
Legal and audit	84,000		0.02	81,600	75,058
Depreciation of capital assets	18,500		0.00	24,480	16,659
Total expenses	9,329,600		1.99	8,260,620	7,460,156
Excess of revenue over expenses	6,400		0.00	(276,209)	(272,520)
Net assets, beginning of year	1,976,590			2,252,799	2,525,319
Net assets, end of year	1,982,990			1,976,590	2,252,799
Marketings	4,700,000			4,000,000	4,813,075

* The italicized items indicate the portion of the budget allocated to the National Check-off.

CAPITAL BUDGET

Computer equipment	15,000	0.00	15,000	10,577
Furniture and fixtures	10,000	0.00	10,000	5,388
	25,000	0.01	25,000	15,965

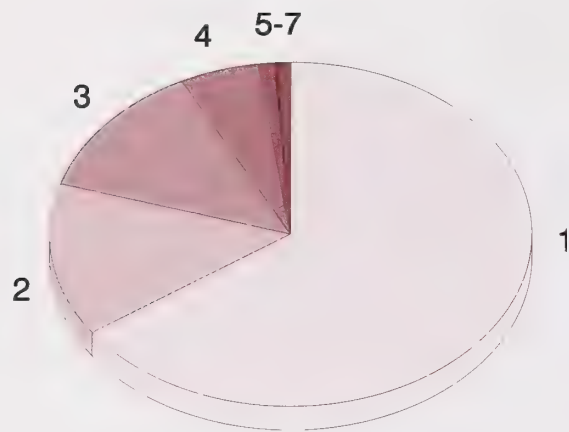
ALBERTA CATTLE COMMISSION

Notes to the Budget

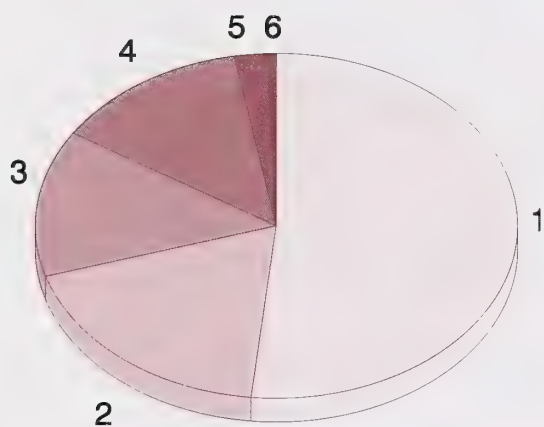
- A) With the expansion of the Alberta processing industry combined with the continued high level of activity in the Alberta market, projected marketings have been estimated at 4.7 million head for 2000/01.
- B) Under national check-off agreement, each provincial cattle association designates how they want to assign their dollar per head marketed. The proposed Alberta Cattle Commission (ACC) designation for 2000/01 is:
 - \$0.80 to the Beef Information Centre
 - \$0.15 to the Canada Beef Export Federation
 - \$0.05 to the Beef Cattle Research Council
- C) Other beef producing nations are investing heavily to establish strong holds in emerging markets like the Pacific Rim. In cooperation with the Canadian Cattlemen's Association, the ACC is undertaking and supporting enhanced beef marketing programs. Challenges, like the U.S. anti-dumping duty and the proposed U.S. labelling and grading legislation, have highlighted the industry's need to step up marketing efforts.
- D) The zone budget was increased to reflect additional zone activities.
- E) Due to its success, the beef promotion committee has expanded the Alberta foodservice program.
- F) In an effort to expand communication with producers, the ACC is embarking on a new radio program. The regular radio spots will provide information on current industry issues.
- G) The technical committee anticipates responding to a number of important Alberta issues not within the mandate of the Canada Alberta Beef Industry Development Fund or the National Beef Cattle Research Council.

Beef Information Centre and Canadian Cattlemen's Association Budgets 1999/2000

BEEF INFORMATION CENTRE BUDGET



Revenues		
1. Alberta	\$3,700,159	65.4%
2. Ontario	816,880	14.4%
3. Saskatchewan	720,000	12.7%
4. British Columbia	300,000	5.3%
5. Manitoba	60,000	1.1%
6. Maritimes	12,000	0.2%
7. Interest and other	50,000	0.9%
	<u>\$5,659,039</u>	<u>100.0%</u>



Expenses		
1. Trade related programs	\$3,958,023	51.7%
2. Consumer directed programs	1,422,400	18.6%
3. Operations	1,057,850	13.8%
4. Advertising	1,000,000	13.1%
5. Producer liaison	169,760	2.2%
6. Special projects	50,000	0.6%
	<u>\$7,658,033</u>	<u>100.0%</u>

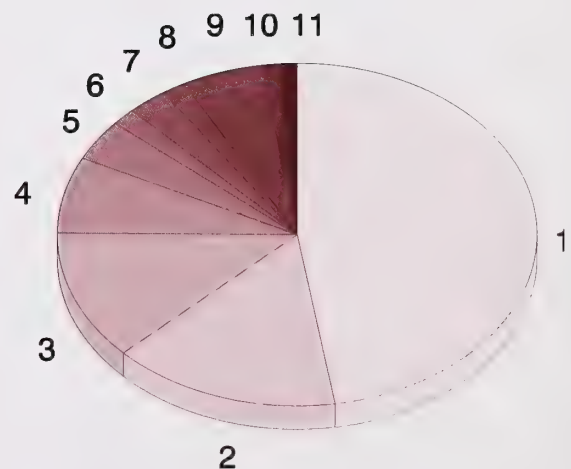
Expenses over revenue \$1,998,994

Net Assets at June 30, 2000 will be: \$1,553,073*

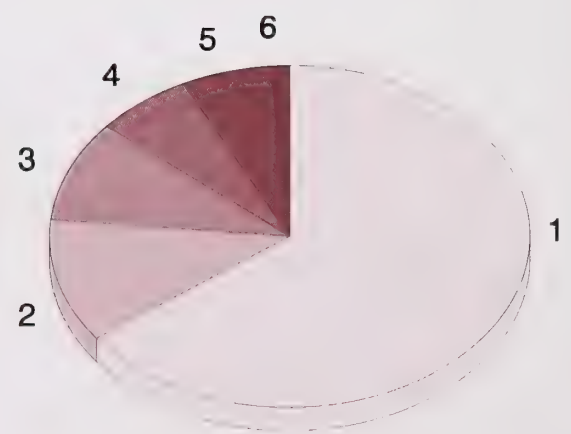
* \$1,000,000 has been pledged to the defence costs of the U.S. trade action.

CANADIAN CATTLEMEN'S ASSOCIATION BUDGET

Revenues		
1. Alberta	\$458,983	47.5%
2. Saskatchewan	149,276	15.4%
3. Ontario	119,163	12.3%
4. Manitoba	69,349	7.2%
5. British Columbia	37,611	3.9%
6. Maritimes	15,618	1.6%
7. Associate memberships	25,500	2.7%
8. CBBC	15,000	1.6%
9. Convention	52,325	5.4%
10. Interest	12,000	1.2%
11. Other	12,000	1.2%
	<u>\$966,825</u>	<u>100.0%</u>



Expenses		
1. Operations	\$ 680,731	64.9%
2. General meetings	123,800	11.8%
3. Environment	100,000	9.5%
4. Committee expenses	68,743	6.5%
5. Executive/finance	62,500	6.0%
6. 5 - Country	13,800	1.3%
	<u>\$1,049,574</u>	<u>100.0%</u>



Expenses over revenue \$82,749

Net assets at June 30, 2000 will be: \$155,733

CANADIAN CATTLEMEN'S ASSOCIATION

Schedule of Revenue, Expenditure and Net Assets

Year ended June 30, 1999, with comparative figures for 1998

	1999		1998	
Revenue:				
Assessments				
British Columbia	\$ 31,400	3.4%	\$ 21,217	2.3%
Alberta	477,393	52.1%	463,564	50.7%
Saskatchewan	132,650	14.5%	135,262	14.8%
Manitoba	68,248	7.5%	66,605	7.3%
Ontario	124,612	13.6%	145,498	15.9%
New Brunswick	4,807	0.5%	6,007	0.7%
Nova Scotia	5,588	0.6%	6,375	0.7%
Prince Edward Island	5,302	0.6%	5,472	0.6%
	850,000		850,000	
Interest	22,686	2.5%	12,150	1.3%
Other	42,683	4.7%	52,183	5.7%
Total revenue	\$915,369	100.0%	\$914,333	100.0%
Expenses:				
CCA division services	124,063	13.9%	\$132,763	15.2%
Calgary office	329,274	37.0%	286,245	32.9%
Ottawa office	145,156	16.3%	154,790	17.8%
Special projects	-	0.0%	25,744	3.0%
Convention	2,967	0.3%	(9,665)	-1.1%
Executive and finance committee	65,988	7.4%	60,182	6.9%
Annual meeting	47,892	5.5%	49,172	5.6%
Semi annual meeting	23,185	2.6%	21,887	2.5%
Animal health and meat inspection	16,144	1.8%	24,393	2.8%
Grading committee	4,239	0.5%	818	0.1%
Foreign trade committee	33,874	3.8%	14,171	1.6%
Domestic ag policy	916	0.1%	2,710	0.3%
Research	-	0.0%	609	0.1%
Five country	1,240	0.1%	13,789	1.6%
Environment	95,631	10.7%	92,774	10.7%
Total expenses	\$890,569	100.0%	\$870,382	100.0%
Excess of revenue over expenses	24,800		43,951	
Net assets, beginning of year	213,682		169,731	
Net assets, end of year	\$238,482		\$213,682	

BEEF INFORMATION CENTRE

Schedule of Revenue, Expenditure and Net Assets

Year ended June 30, 1999, with comparative figures for 1998

	1999		1998	
Revenue:				
Assessments				
British Columbia	\$ 268,674	4.3%	\$ 301,241	5.1%
Alberta	3,815,534	61.7%	3,610,000	60.8%
Saskatchewan	600,000	9.7%	600,000	10.1%
Manitoba	60,000	1.0%	60,000	1.0%
Ontario	1,146,616	18.6%	1,303,016	21.9%
New Brunswick	2,000	0.0%	2,000	0.0%
Nova Scotia	4,000	0.1%	4,000	0.1%
Prince Edward Island	6,000	0.1%	6,000	0.1%
Breed Associations	3,000	0.1%	3,000	0.1%
Sales of materials	1,512	0.0%	3,890	0.1%
Interest	74,862	1.2%	42,791	0.7%
Partners contributions	199,422	3.2%	-	0.0%
Total revenue	\$6,181,620	100.0%	\$5,935,938	100.0%
Expenses:				
Advertising				
Media				
Television	\$ 14,024	0.4%	\$2,379,315	40.6%
Magazines	40,118	1.2%	306,395	5.2%
Radio	5,907	0.2%	144,860	2.5%
Summer promotion	101,293	3.0%	70,911	1.2%
Production				
Television	-	0.0%	178,891	3.1%
Magazine	-	0.0%	6,359	0.1%
Talent	-	0.0%	15,664	0.3%
Radio	-	0.0%	23,845	0.4%
Miscellaneous production	-	0.0%	10,354	0.2%
Other				
Unallocated	57,985	1.7%	-	0.0%
Agency review	30,000	1.0%	-	0.0%
Operations	825,182	24.8%	760,148	13.0%
Consumer directed programs	347,633	10.5%	335,189	5.7%
Trade relations and promotions	522,872	15.7%	455,303	7.8%
Consumer research and evaluation	34,750	1.1%	53,503	0.9%
Trade communications	19,314	0.6%	29,677	0.5%
Producer liaison	61,116	1.8%	55,362	1.0%
Special projects	49,033	1.5%	19,355	0.3%
Product research	50,039	1.5%	82,375	1.4%
Foodservice	269,035	8.1%	184,740	3.2%
Consumer communications	92,254	2.8%	70,645	1.2%
Consumer health and safety	116,733	3.5%	89,824	1.5%
Retail, promotions and merchandise	187,755	5.6%	244,839	4.2%
Consumer information	436,894	13.1%	336,482	5.7%
Quebec merchandiser	64,841	1.9%	-	0.0%
Total expenses	\$3,326,778	100.0%	\$5,854,036	100.0%
Excess of revenue over expenses	2,854,842		81,902	
Net assets, beginning of year	697,225		615,323	
Net assets, end of year	\$3,552,067		\$ 697,225	

BEEF INDUSTRY DEVELOPMENT FUND

Schedule of Allocated and Committed Funds
June 30, 1999

Sources of Funding:

Federal	\$12,304,412	50.0%
British Columbia	655,758	2.7%
Alberta	8,200,000	33.3%
Saskatchewan	1,015,448	4.1%
Manitoba	554,537	2.3%
Ontario	352,734	1.4%
Interest on provincial contributions	1,525,935	6.2%

Total funding	\$24,608,824	100.0%
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	Allocated		Inception to date spending	
Expenses:				
Export market development	\$ 7,976,000	34.8%	\$ 6,416,394	33.9%
Research	5,600,000	24.4%	5,142,859	27.2%
Domestic market development	5,200,000	22.6%	3,853,111	20.4%
Technology transfer	1,900,000	8.1%	1,513,293	8.0%
Secretariat	200,000	1.0%	137,970	0.7%
Non-allocated	2,100,000	9.1%	1,861,119	9.8%
Total expenses	\$22,976,000	100.0%	\$18,924,746	100.0%

OPT-OUT FUNDS

Statement of Trust Fund
June 30, 1999

Sources of Funding:

Funds received	\$5,472,815
Interest earned	872,225
Total funds	\$6,345,040

Expenses:

Projects	\$1,760,022
Research	1,106,549
BSE compensation payments	414,786
Project management	12,601

Total expenses	\$3,293,958
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Net assets, end of year	\$3,051,082
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After the termination of the National Tripartite Stabilization Program on December 31, 1993, the federal government returned remaining funds to the industry that had arisen from the early termination. The Canadian Cattlemen's Association has been entrusted to administer the funds for the general benefit of NTSP producers for the following purposes:

- Making supplemental compensation payments, pursuant to the advice of the Industry Compensation Development Committee, to owners of cattle disposed of due to suspected exposure of Bovine Spongiform Encephalopathy.
- Funding specific activities with the objective of promoting and enhancing the competitiveness of Canada's beef industry.

Additional information on the Beef Industry Development Fund and Opt-out Funds is available from the Canadian Cattlemen's Association.



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ALBERTA CATTLE COMMISSION FALL PRODUCER MEETINGS AND ELECTIONS

ALL MEETINGS BEGIN AT 7:30 p.m. EXCEPT WHERE INDICATED BY (•)

Polls open one hour after the meeting is called to order

ZONE 1

DATE PLACE & SPEAKER

- Oct. 21 Brooks, Charlton's Auction Service Ltd.
Carl Block, CCIA Chairman
- Oct. 27 Lomond Community Hall
Anne Dunford, Canfax Senior Market Analyst
- Oct. 28 Etzikom Community Hall
Ben Thorlakson, CCA President
- Nov. 3 Irvine Community Hall
Larry Sears, Can. Beef Export Federation Chairman
- Nov. 8 Bindloss Community Hall
Simon Schonhofer, ACC Delegate

ZONE 6

DATE PLACE & SPEAKER

- Oct. 26 Bluffton Hall
Don Alberts, Cattle Producer
- Oct. 28 Camrose, Masonic Hall
Dr. Joyce Van Donkersgoed, Veterinarian
- Nov. 2 Rolly View Community Hall
Joanne Lemke, ACC Manager Public Affairs
- Nov. 4 Rocky Rapids Hall
Julie Stitt, CCIA General Manager
- All zone six meetings start at 7:00 p.m.

ZONE 2

DATE PLACE & SPEAKER

- Oct. 26 Stavely Community Hall
- Oct. 27 Raymond, Agricultural Society Barn
Julie Stitt, CCIA General Manager
- Nov. 2 Picture Butte Community Hall
- Nov. 4 Pincher Creek Livestock Auction

ZONE 7

DATE PLACE & SPEAKER

- Oct. 19 Beaver Meadows Community Hall
Mabel Hamilton, CCIA Speakers Bureau
• 6:00 p.m. supper meeting
- Oct. 26 Clyde Hall
Charlie Gracey, CCIA Consultant
- Oct. 28 Redwater, Derick Hall
- Nov. 2 Rich Valley, Agri Plex Hall

ZONE 3

DATE PLACE & SPEAKER

- Oct. 25 Cochrane Community Hall
- Oct. 26 Sundre Community Hall
Julie Stitt, CCIA General Manager
- Nov. 1 Strathmore, Calgary Stockyards
- Nov. 2 Longview Community Hall
Julie Stitt, CCIA General Manager

ZONE 8

DATE PLACE & SPEAKER

- Oct. 19 Lac La Biche, Provincial Building
Carl Block, CCIA Chairman
- Oct. 20 Kitscoty, Wheatfield Inn
Carl Block, CCIA Chairman
- Oct. 26 Mannville, Elks Hall
- Oct. 27 St. Brides, Cork Hall
- Nov. 1 Bonnyville, Agriplex

ZONE 4

DATE PLACE & SPEAKER

- Oct. 21 Czar Hall
Charlie Gracey, CCIA Consultant
- Oct. 25 Homestead Coulee Hall
Julie Stitt, CCIA General Manager
- Nov. 1 Sedgewick Community Hall
- Nov. 2 Castor, Legion Hall
- Nov. 9 Cereal Hall

ZONE 9

DATE PLACE & SPEAKER

- Oct. 18 Manning, Agriculture Hall
- Oct. 19 Fairview, Dunvegan Motor Inn
- Oct. 20 Rycroft Community Hall
- Oct. 21 High Prairie Inn
- Oct. 25 Grande Prairie, Trumpeter Motor Inn
Brad Fournier, CCIA Speakers Bureau

ZONE 5

DATE PLACE & SPEAKER

- Oct. 22 Swalwell Community Hall
Ben Thorlakson, CCA President
- Oct. 26 Spruce View Community Hall
- Oct. 27 Big Valley Community Hall
Charlie Gracey, CCIA Consultant
• 6:00 p.m. supper meeting, \$5 per head